OCTOBER 9, 1950

BROADCASTING TELECASTING

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...The Newsweekly
...of Radio and
...Television.

...$7.00 Annually
...25 cents weekly

W-I-T-H WINS TOP RATING* FOR 3RD STRAIGHT MONTH

WITH 25.1

STATION A 22.3 (NETWORK)

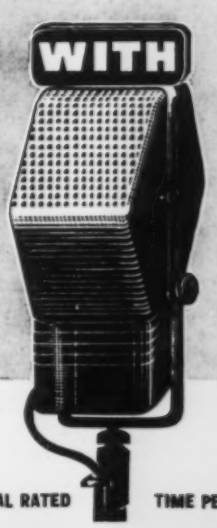
STATION B 19.7 (NETWORK)

STATION C 15.7 (NETWORK)

STATION D 9.6 (NETWORK)

Rates for 1 minute E. T.

WITH	$16
STATION A	$55
STATION B	$50
STATION C	$70
STATION D	$36

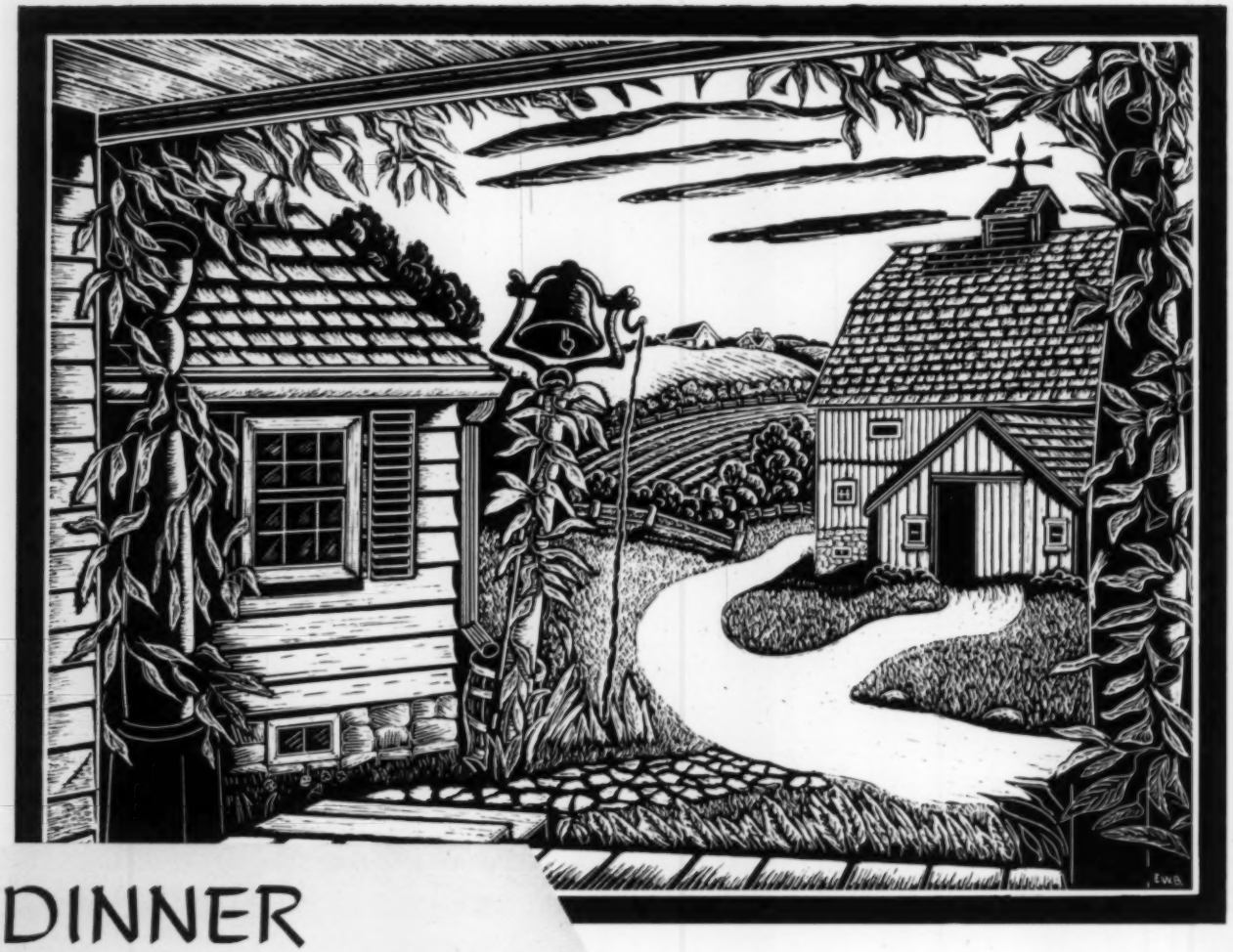


St.

COMPARE! COMPARE!

The BIG independent has the biggest audience in town! The top Hooper! More listeners-per-dollar than any other radio *or television station* in Baltimore! What we've got—you want! What we charge—you'll find more than easy to pay. The chart has the facts. You can learn more by contacting your Headley-Reed man today!

* HOOPER RADIO AUDIENCE INDEX, JULY-AUGUST 1950: TOTAL RATED TIME PERIODS



DINNER BELLS RING

And on thousands of Midwest farms, the men come in from the fields and the barns to a hearty meal with the family. Even on the most modern farms, the dinner bell continues as more than a tradition, for at certain seasons of the year, especially during harvest and plowing times, the men of the house are often beyond the sound of a voice . . . and so the big, powerful old bell calls them together to eat at noon each day.

Dinner Bells ring in the WLS studios . . . as they have at noon for more than 26 years . . . and with the same regularity with which they sit down around the family table, farm and small town families make sure their radios are set at 890, to listen to the friendly, familiar voices of Arthur C. Page, America's best known farm personality, Dr. John W. Holland, staff pastor at WLS, Chet Randolph, assistant farm program director, and WLS National Barn Dance stars who appear each day as part of Dinner Bell. They hear their neighbors, too . . . for no day passes on Dinner Bell without guest interviews, ranging from top agricultural officials to visiting farm families. Brides come from all over the Midwest to ring the traditional bells that start the program each day. And so the dinner bell symbolizes this WLS kinship between listener and broadcaster...a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

WSAR's share of audience has increased in Fall River-New Bedford more than any other station. (Over 30% in one year)

WSAR is now the highest hooperated station located in Fall River-New Bedford.

WSAR is THE station in Fall River-New Bedford equipped to give the advertiser the type of merchandising aids the factory zone man desires!

WSAR is the only ABC station listened to in Fall River-New Bedford.

These facts can be proven. Check your Headley-Reed man for the complete story.

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Closed Circuit

SHORTLY to be announced will be appointment of William F. Brooks, veteran NBC vice president in charge of news, special events and international relations, as vice president in charge of public relations. Post, originally recommended in Booz, Allen & Hamilton report, will have news, press and advertising departments within its purview. No indication on successor to Mr. Brooks, former crack AP newsman and ex-head of its European operations.

FINISH-FIGHT against federal court's anti-trust ruling in *Lorain* (Ohio) *Journal* case, particularly that far-reaching decree proposed by Justice Dept. [BROADCASTING, Oct. 2], due to start late this month with American Newspaper Publishers Assn. probably aligning with *Journal*. Judge Freed, who found newspaper guilty of anti-trust violations against WEOL Elyria-Lorain, has given *Journal* until Oct. 28 to file reply to Justice Dept.'s proposed judgment. He made clear he expects paper in meantime to eliminate practices his ruling condemned.

ERWIN H. SHOMO, general manager of CBS-owned KMOX St. Louis, slated to move to Chicago as executive assistant to H. Leslie Atlass, CBS vice president in charge of Central Division. John Akerman, now Mr. Atlass' top assistant, will replace Mr. Shomo at KMOX.

AFTER SEVERAL DAYS of stalemate, during which outlook appeared bleak, NARBA sessions have taken turn which indicates better possibility of agreement among North American nations. Impasse had centered about Mexican demand for assignments (clear) on several U. S. clear channels. It's understood U. S. delegation wanted to talk not in terms of duplication but mutual protection.

WHEN FCC SHORTLY takes up FM problem, including propriety of such services as transitcasting, storecasting and "beep" operations, it will likely find itself confronted with issues going far beyond original contemplated scope. Study has been undertaken by certain FCC members, as well as staff, on network participation in FM development with possibility that it will inquire into applicability of so-called chain-monopoly regulations to FM. Testimony on this point was elicited largely by Comr. Robert F. Jones during FCC color-TV proceedings from witnesses representing both NBC and CBS.

WHAT'S described as potent sales argument for FM, showing high-buying and loyal audience not heavily influenced by AM and TV, to be made available soon in form of extensive analysis of FM-only station's audience.

AS IF to anticipate NBC's up-coming annual affiliates convention at White Sulphur Springs, Oct. 18-20, FCC last Friday unloaded proposal for temporary regulations to bring equitable sharing of TV-network programs in one, two, and three-station TV markets. (See story this page). Already slated for convention,

(Continued on page 90)

Upcoming

Oct. 9-10: NAB District 1, Somerset Hotel, Boston.
Oct. 12-13: NAB District 2, Ten Eyck Hotel, Albany, N. Y.
Oct. 16: NAB Economic Conference, Waldorf-Astoria Hotel, New York.

(Other Upcomings on page 33)

Bulletins

PROPOSED rules forfeiting construction permits if new stations are sold prior to commencing program tests [BROADCASTING, June 26, Jan. 16] dismissed by FCC Friday upon consideration they would not be in public interest "at this time." Proposal on "trafficking" had been vigorously opposed.

TWO BIDDERS FOR DON LEE: YANKEE, PAULEY-WOR GROUP

TWO BIDS entered at Friday's deadline for bidding on Thomas S. Lee estate: (1) by General Tire & Rubber Co., which owns Yankee Network, and which reportedly would retain Don Lee Network and deal with CBS on parlay sale of KTSL (TV) Los Angeles, and (2) by combined group composed of Hoffman Radio Corp., Industrialist Edwin W. Pauley and syndicate of West Coast businessmen, Blythe & Co. representing group of Pacific Coast bankers, and WOR New York. Terms of bids not revealed.

President H. Leslie Hoffman of Hoffman Radio Corp., who submitted combined group's bid, said offer was for all stock of estate and that, if successful, all present employes of Don Lee Network would be retained. WOR's interest presumably includes desire to acquire Don Lee's 19% interest in Mutual, of which WOR also owns 19%.

Public Administrator Ben H. Brown and counsel for heir and relatives of late Thomas S. Lee have 10 days to choose between two bids, with way then open for higher offers.

Business Briefly

SPONSORING SMITH ● American Home Products Corp. (for Boyle-Midway Inc. and American Home Foods Inc.) sponsoring Thursday, 4:15-4:30 p.m. portion of *Kate Smith Hour*, 4-5 p.m., NBC. Agencies, Bothwell Adv. (Boyle-Midway) and Ted Bates Inc. (American Home Foods).

ELDER NAMED BY NAB

APPOINTMENT of Oscar Elder, Washington public relations consultant and former newspaperman, as assistant public affairs director of NAB announced Friday by General Manager William B. Ryan. He assumes duties immediately, succeeding John F. Hardesty, newly-named NAB station relations director (see story page 29).

ADVERTISING SURVEYED AT OHIO STATE MEET

BROADCASTING will again be called upon to play key role in molding American opinion and support in present world conflict, which will be a "10 to 15 year war—hot, tepid or cold." Fred Lazarus Jr., Cincinnati, president of Federated Department Stores, made statement as one of principal speakers at Seventh Annual Advertising and Sales Promotion Conferences at Ohio State U. (see story page 56). Nearly 300 advertising leaders were present for two-day session on general theme, "Current Trends in Advertising." Mr. Lazarus said views were result of serving with 125 businessmen on Committee for Economic Development.

David Arons, publicity director, Gimbel Bros., Philadelphia, declared small independent retailers will "swarm in and take over television —just as they took over radio—unless big department stores use television in a way commensurate with size of their business." He added: "I mean use television in a big way and continue to do so over a long period of time."

H. H. Dobberteen, director of Media Records, said national advertising expenditures have increased 2½ times in last 10 years.

FCC Plan Blasts Uneven TV Networking

PROSPECT of major unheaval in TV network program alignments seen Friday as FCC initiated rule-making proposal to equalize competition among four television networks—striking at "dominance" of NBC-TV—and secondarily of CBS-TV—by governing amount of time stations in one-, two-, and three-station TV markets may take from any one network.

FCC called for industry views on need for such rules, which it said would be temporary, "to remain effective while the scarcity of broadcast stations persists."

No specific rule proposed, but FCC asked that "particular consideration" be given to one which—except for single five-hour segment weekly, which would be designated by each station—would forbid only TV station in community to carry any one network's programs for more than two hours in 1-6 p.m. period and two hours in 6-11 p.m. segment; stations in two-station markets, no more than three hours from any one network within each time period; stations in three-station markets, no more than four hours from any one network within each time segment. "Network programs" would mean delayed as well as simultaneous broadcasts.

FCC also suggested problem might be approached by "an affirmative rule specifying a minimum number of hours to be taken from each network."

FCC said:

> The dominant position occupied by one network in all three types of communities, coupled with the high incidence of exclusivity of acceptance of the programs of one network by the stations in the two and three-station cities, tends to prevent competition and to deprive the public of diversity of program choice. . . .

Spokesman for NBC-TV, which would be hardest hit, said NBC would "oppose this proposal." CBS also deemed certain to fight it. DuMont and ABC-TV were considered equally sure to support its principle. Deadline for comments is Nov. 13, with replies 10 days later, after which FCC will determine whether to call hearing.

(Continued on page 90)

KEX Stars

now shine on 70 quarter-hours sponsored locally!

BARNEY KEEP is fast becoming Oregon's favorite comic. On KEX 3:35-4:00 PM, Monday through Friday.

MERRIE VIRGINIA delights the small-fry audience with her "Squirrel Cage"... 4:15-4:45 PM, Monday through Saturday.

ROY JACKSON and his happy-go-lucky "Singing Northwesterners" have appeared before more than 100,000 people during past year. On KEX 11:30 AM to noon, daily.

SHERMAN WASHBURN attracts legions of listeners with the first newscast of the day on this 50,000-watt station. 7:00-7:15 AM, Monday through Friday.

KAY WEST continues to win peak ratings for her women's program on KEX... 1:30-2:00 PM, Monday through Friday. Kay is also winner of Grocery Manufacturers' Assn.'s "Lifeline" award.

IVAN JONES on KEX at 10 each evening with "Final Edition," is one of the best-known newsmen in the Pacific Northwest.

VAN LINDER reaches one big audience with the 6:15 News each evening... another with the "Concert Hour" of fine music from 10:30 PM to 11:30 PM, Monday through Friday.

JESSE LEONARD is the favorite newscaster of Oregon housewives. On KEX at 9:00 AM, again at 12:15 PM, Monday through Friday.

Fame, both regional and national, keeps seeking out KEX talent.. and local sponsors, who know a good thing when they see it, keep seeking out KEX programs. More than 70 quarter-hour periods are now sponsored locally each week. To put *your* story across in the great Pacific Northwest market-area, use the pulling power of KEX! For availabilities, check KEX or Free & Peters.

KEX PORTLAND, ORE.

50,000 WATTS

ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Out of 47 West Coast regional shows

HERE'S THE SENSATIONAL LOW-PRICED WESTERN THAT SHOULD BE ON YOUR STATION!

"THE CISCO KID"*

moved up to.. 9.4 (Third place... a tie... in December, 1949)

from... 8.9 (Fourth position... achieved in November, 1949)

For the same period, "Cisco Kid" outrated all other ½-hour Westerns by 50%!

*"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday... and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Halley, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Cross, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22. *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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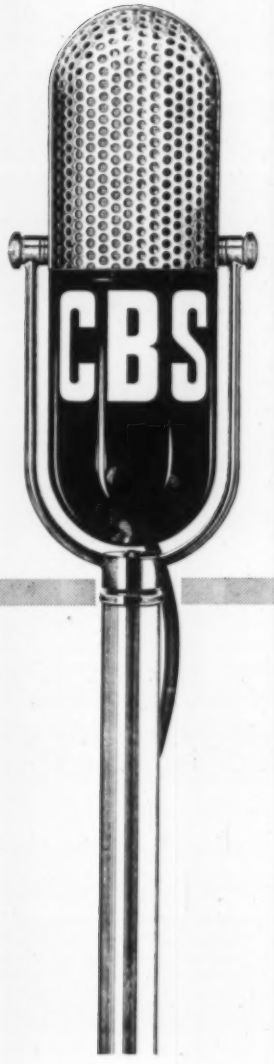
Subscription Price: $7.00 Per Year, 25c Per Copy



Effective October 15th

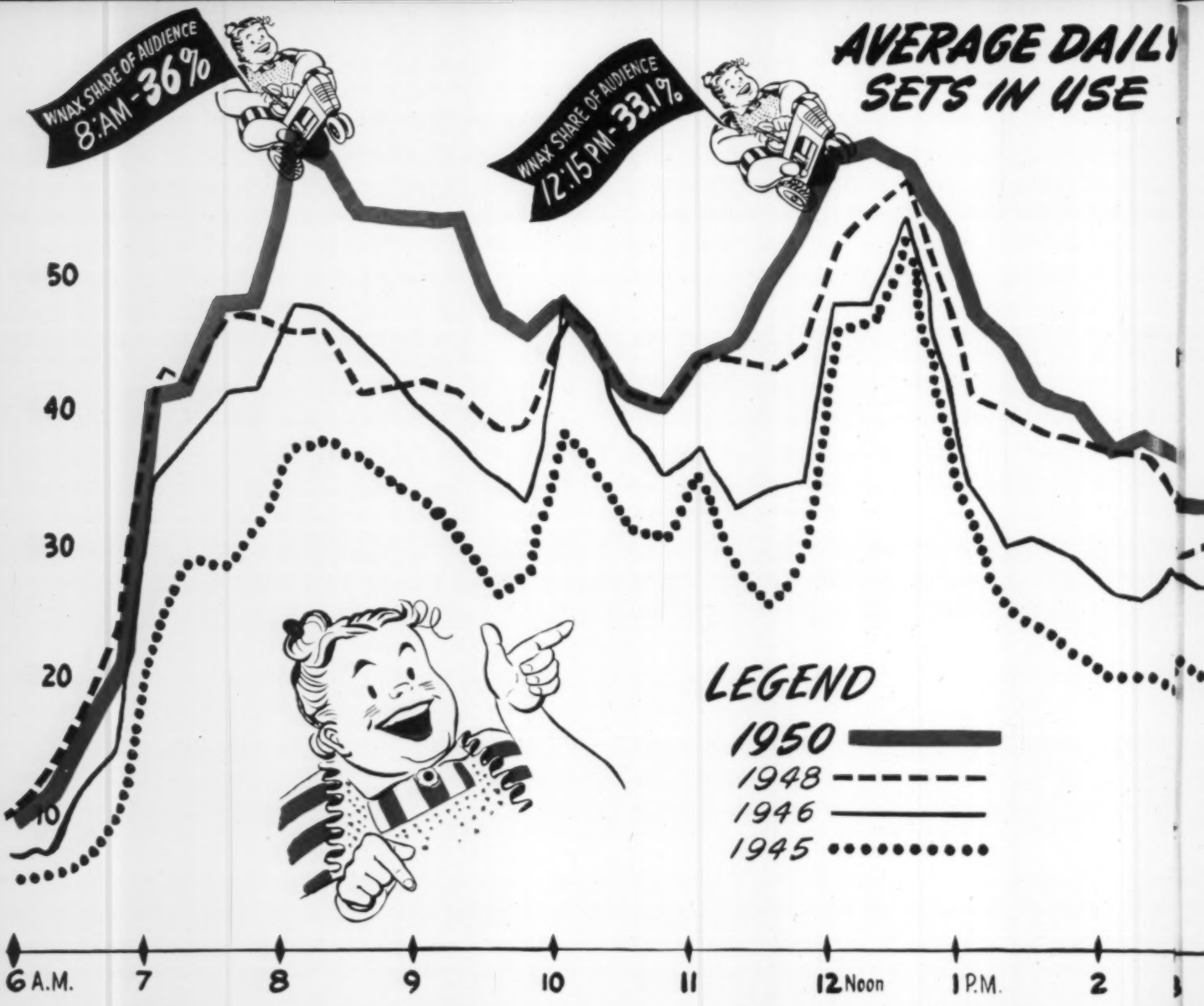
WQUA

becomes affiliated with the Columbia Broadcasting System as the CBS outlet for the Quad Cities . . .

Davenport • Rock Island
Moline • East Moline.

WQUA

CBS—The Stars' Address for the Quad Cities
RADIO CENTER—MOLINE, ILLINOIS



DIARY STUDY REAFFIRMS

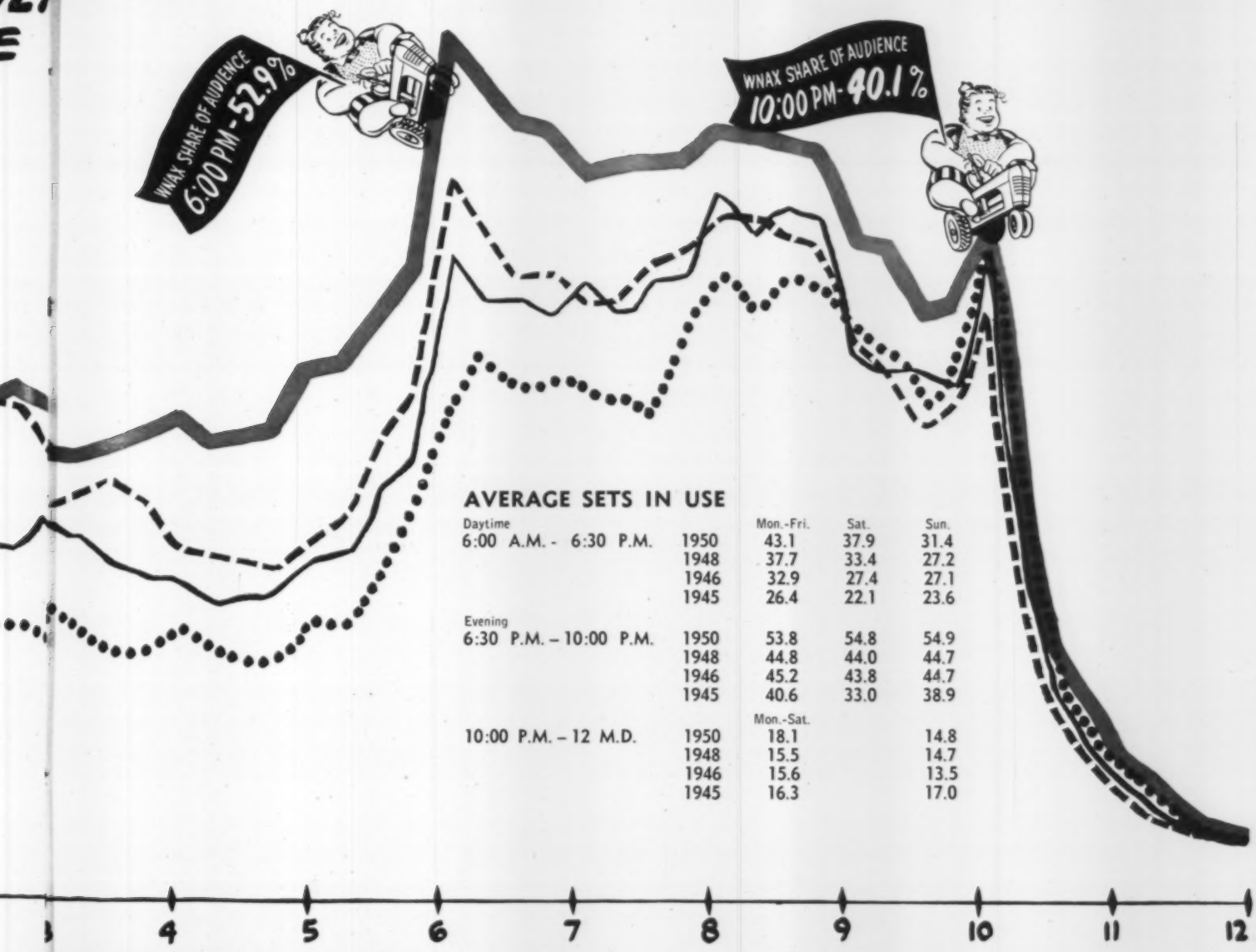
During the week of March 13, 1950, Audience Surveys, Inc., conducted a listener diary study in 80 counties in Minnesota, the Dakotas, Nebraska and Iowa. Chosen from the 267 BMB counties you know as Big Aggie Land, these same 80 counties were used by Audience Surveys to conduct similar studies during the same week in 1945, 1946 and 1948.

In Big Aggie Land, immune from the inroads of television, radio audience has been steadily increasing over the past five years, as shown on the above chart. Note: in March, 1945, the war was at a crucial point, making for highest radio listenership — in March, 1950, Korea had not yet exploded.

Total audience has grown, so has WNAX influence Despite a marked increase in new stations, WNA ratings continue to shoot skyward. Although 52 sta tions received mention in the 1950 study as opposed t 43 in 1948 (fewer still in preceding studies), the 195 Monday-thru-Friday average daytime rating on WNA is 13.7 — nearly twice the 7.1 registered in 1945.

In comparing average ratings for the 52 station mentioned in the survey, it becomes obvious that WNA is easily the dominant station. For the week as a whol WNAX is first station by more than 2-to-1. (WNAX 11.8; Station B: 4.9). In both daytime and evening listen ing WNAX enjoys this 2-to-1 superiority over the secon station.

XUM



AVERAGE SETS IN USE

		Mon.-Fri.	Sat.	Sun.
Daytime				
6:00 A.M. - 6:30 P.M.	1950	43.1	37.9	31.4
	1948	37.7	33.4	27.2
	1946	32.9	27.4	27.1
	1945	26.4	22.1	23.6
Evening				
6:30 P.M. – 10:00 P.M.	1950	53.8	54.8	54.9
	1948	44.8	44.0	44.7
	1946	45.2	43.8	44.7
	1945	40.6	33.0	38.9
		Mon.-Sat.		
10:00 P.M. – 12 M.D.	1950	18.1		14.8
	1948	15.5		14.7
	1946	15.6		13.5
	1945	16.3		17.0

WNAX DOMINANCE

Converting program ratings into share-of-audience figures, reaffirms WNAX leadership. WNAX share-of-audience for the average day is 29.3% . . . its nearest competitor rates 12.0% . . . again better than 2-to-1 for WNAX.

A few high-rated programs might influence "average" ratings . . . yet quarter-hour "wins" show WNAX dominance as clearly. Top rating in 439 (88%) of the five hundred quarter-hours studied gave WNAX a better than 10-to-1 advantage over the second station. WNAX was first in 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours.

To sell your product or service in Big Aggie Land you must use WNAX. For WNAX alone delivers this major market in one, big, low-cost package. Let your Katz man show you the way to soaring sales and increased goodwill. Phone him today.

WNAX-570

YANKTON - SIOUX CITY

570 Kc. - 5,000 Watts — *A Cowles Station*

REPRESENTED BY KATZ — AFFILIATED WITH A.B.C.

XUM

WHO WAKES UP THE CHICKENS?

Down on Mid-South farms it's Bob Neal, WMPS' cheerful chanticleer! Each week-day from 5 to 8 A.M., he conducts the **"Bob Neal Farm"**, and happily blends inspirational music, news and farm data into three hours of information and entertainment.

Making his next appearance in the afternoon at 3:05, **"Bob Neal's Round-Up"** of top pops in rural music is an established Memphis favorite.

People like Bob Neal instinctively, and he likes them. He knows hundreds of his listeners through continual personal appearances. That's why Bob Neal's listeners are many and loyal . . . a loyalty they extend to his advertisers:

Mennen	Delta Table Syrup	Dixie National Stockyards
Peter Paul	Allen Ru	Chattanooga Medicine Co.
Griffin	Cuticura	Groves Chill Tonic
Clabber Girl	Sterling Salt	S.S.S. Tonic
Feen-A-Mint	Spear Feeds	
General Mills		
Carter's Pills		

For Future Participation Contact Radio Representatives, Inc.

SOLD OUT

WMPS

68 ON YOUR RADIO

Memphis, Tennessee

AMERICAN BROADCASTING COMPANY

agency

JAMES D. BOWDEN to Louis A. Smith Adv., Chicago, as radio-TV director, after resigning as salesman for Taylor Co., representative firm.

GEORGE ALLISON, Young & Rubicam Inc., N. Y., media department transferred to Hollywood office as media executive.

GERTRUDE R. DALE, Hewitt, Ogilvy, Benson & Mather, N. Y., to Geyer, Newell & Ganger, N. Y., public relations department.

HERBERT HORTON, personnel TV director for Paul Whiteman and program director at WFIL-TV Philadelphia, to Grey Adv., N. Y., as TV production manager.

FRANCIS C. KERR, vice president and eastern manager Rogers & Smith, Chicago, to Presba, Fellers & Presba, Chicago, as account executive.

FRANK WOODRUFF resigns from KTTV (TV) Los Angeles to join Hollywood office of Young & Rubicam, as radio-TV producer.

C. M. ROHRABAUGH elected secretary of Kudner Agency, N. Y. H. R

on all accounts

FUNCTION of the radio commercial is to sell for the sponsor. That's the unbending tenet held by Walter Kranz, director of radio at The Marshall Robertson Advertising Agency, Denver. If the copy doesn't meet the selling standard it's discarded regardless of how "different" it may be.

A "hard-driving radio realist," as Walt calls himself, also must have keen imagination. And that is where he excels. One of Denver's most prolific creators of transcribed commercials, Walt has built up an impressive sales record for the agency's long-served radio clients.

WALT

His main job at the agency is to keep the heavy radio schedule of Miller Supermarkets, an independent Colorado grocery chain with 19 stores, filled with selling commercial copy. Another big radio account receiving the Kranz touch is the Cottrell Clothing Co., which recently opened one of the largest men's clothing stores in the West.

Walt Kranz was born 36 years ago in Huntsville, Ala. His family moved to Denver when he was at an early age. In the Colorado city, Walt attended Regis High School and Regis College, graduating from the latter with an AB in journalism.

After several years of reporting for Denver papers, Walt decided to try his luck elsewhere. He combined a stint of reporting in Los Angeles with attempts at song writing. But the studios where he attempted to sell his material had their own veteran staff of song writers and Walt returned to Denver.

Reporting again Walt's sojourn in the newspaper business came to an end when Uncle Sam called him for a four-year career in the Army. While in public relations at Will Rogers Field in Oklahoma City Walt began what later became his life's interest—writing for radio. Walt wrote and produced several Army broadcasts.

As the turning point in his life, Oklahoma City also gave him a wife, the former Dolores Ashby, whom he married soon after he left the service. Again a civilian, Walt was hard at work learning the fundamentals of radio as writer for the Lowe Runkle Agency in that city. In 1948, Walt

(Continued on page 51)

beat

TITMAN, comptroller, named assistant secretary.

WILLIAM M. TYACK, account executive Wortman, Wilcox & Co., N. Y., to Ray McCarthy Adv. Service, N. Y., as account executive.

CHARLES SCHAFER resigns as director of public relations Brisacher, Wheeler & Staff, S. F. Future plans not announced.

STANLEY G. BOYNTON Jr. of Stanley G. Boynton & Son Adv., Detroit, enlisted in air force training at Officers Training School, Lackland Field, Tex.

WOODFORD C. RHOADES, Alley & Richards Inc., N. Y., to Albert Frank-Guenther Law Inc., same city, as account executive.

WILLIAM McADAM, Tide Water Associated Oil Co., S. F., to production department Guild, Bascom & Bonfigli, S. F.

JAMES C. RESOR, radio timebuyer McCann-Erickson, N. Y., to Emil Reinhardt Adv., Oakland, Calif., as writer and account executive.

GEORGE BELSEY Jr., account executive Foote, Cone & Belding, L. A., named vice president. With agency for past seven years.

S. DAWSON WRIGHT, CHUM Toronto, to Denman & Betteridge, Detroit, as manager radio-television dept.

MALCOLM DEWEES, operator of own advertising agency, S. F., to copy department of Abbott Kimball Co., S. F.

LAWRENCE HOLDER, ABC publicity department, to Geyer, Newell & Ganger, N. Y., public relations department.

FRANCIS J. WANK Adv., San Jose, becomes Wank Div., Long Adv. Service, same city. Address remains 28 S. 1st St. Change follows recent death of Francis J. Wank.

Mrs. MARIAN BIJUR, Alley & Richards Inc., N. Y., to copy service department Ellington & Co., same city.

DOROTHY AYERS, timebuyer Henri, Hurst & McDonald, Chicago, resigns Oct. 15. She plans to be married to SEWARD JOHNSON, formerly of CBS Chicago.

GEORGINA SMALL, Chicago office manager Smith & Bull Adv., L. A., opens mid-western and eastern headquarters for agency. Will handle advertising and promotion campaigns for C & B Co. (Western Town toys). Plans include radio and television.

WILLIAM P. GENT, McKim Adv. Ltd., and GARRY J. CARTER of Canada Ltd., both Toronto, open William Gent Adv. Agency, at 30 Bloor St. West, Toronto.

E. W. REYNOLDS Ltd., Montreal, moves to 985 Sherbrooke St. West.

KEN C. T. SNYDER, Oakland *Post-Enquirer*, to BBDO, S. F., as copywriter.

DON HEINRICH Adv., Peoria, Ill., moves offices from 305 LaFayette Bldg. to 408 Fulton St., Peoria.

WILLIAM E. BERCHTOLD, executive vice president Foote, Cone, & Belding, N. Y., named chairman of Businessmen's Committee for 1951 Finance Campaign of Greater New York Councils, Boy Scouts of America.

JOHN O'ROURKE Assoc., S. F., and Alport Assoc., Portland, merge to form Alport & O'Rourke with offices in S. F. and Portland. JOHN O'ROURKE is president of new firm.

DOYNE Adv., Nashville, Tenn., elected to membership in American Assn. of Advertising Agencies.

TOP SHOWMAN and SALESMAN In Rochester Radio!

Mort Nusbaum
"MORNING MAN" on WHAM

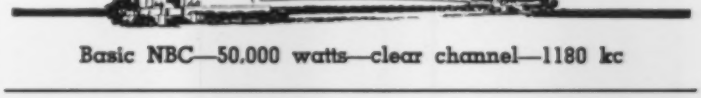
- AS a veteran SHOWMAN—WHAM's Mort Nusbaum has been seen in practically every town and village in the area.
- But, more important to YOU—
- As a veteran radio SALESMAN—WHAM's Mort Nusbaum is top man in WHAM's vast, rich coverage area. Sales results prove it over and over. Example: recently an advertiser spent $408 with Mort. Two weeks later, he has 6,538 cash orders totaling $12,000 in business.

Mort Nusbaum and WHAM can SELL. That's why, no doubt, Mort's morning programs—"Clockwise," "For Women Only," "Off the Record"—are 90% sold out right now!

Ask your nearest HOLLINGBERY representative.

WHAM

The Stromberg-Carlson Station



Basic NBC—50,000 watts—clear channel—1180 kc

3 WINNERS in WASHINGTON

(One at a time or any combination)

Bill Herson

Conducts "Your Timekeeper" from 6:00-9:30 AM Monday thru Saturday. A consistent, hard-hitting salesman. Top-drawer listening and selling power for years.

Nancy Osgood

Outstanding women's director on the air in the nation's capital. Nancy's daily mid-morning audience and sponsor loyalty means "sales power" for your product.

Charley Batters

Conducts "Batters' Platters" a new and novel participation program heard nightly from 7:30-7:55 PM, Monday thru Friday. Choice time and choice programming.

They're all on

FIRST in WASHINGTON

WRC

5,000 Watts - 980 KC

feature of the week

FORMAL dinner and style show announcing the Tidewater area's 10 best-dressed women and commemorating the second anniversary of Mildred Alexander as women's director and fashion editor of WGH Norfolk, Va., proved a natural and effective promotion for the station, competing newspapers and leading department and speciality shops in area, WGH reports.

Mrs. Alexander

Nearly 500 social and style leaders paid $3 a plate to attend the dinner, and nearly as many more were unable to secure tickets because of space limitations at the Norfolk Yacht and Country Club Sept. 19 when the citations were formally presented.

The entire promotion, conceived by Mrs. Alexander, was a self-paying proposition, with 20 of the leading stores and shops contributing to the costs in exchange for a mention on the program and an opportunity to display their fall fashions following the dinner. Jay Caldwell, WGH program director, served as master of ceremonies, while Mrs. Alexander described the apparel as models paraded on a runway extending from the ballroom's stage.

For Mrs. Alexander, the occasion marked the celebration of the second anniversary of her radio program, *Conversation Time*, aired Monday through Friday, 8:40-55 a.m., over WGH, and afforded material for Mrs. Alexander's future broadcasts.

Additionally, the promotion commanded a good deal of space in the Norfolk, Portsmouth and Newport News newspapers, calling attention to the social event. Top executives of leading stores in the three areas attended the dinner-show and participated in the event. Awards were presented by Ceil Chapman, celebrated New York dress designer, after selections were made by a committee of 20 civic, business and professional women in the area.

WGH reported it has received a number of calls from other stations asking for details on how it put the fashion promotion across.

strictly business

THE importance of knowing his product—radio—and how to apply it to the advertisers' needs was long ago recognized by John R. (Jack) Overall, recently named eastern sales manager of the Mutual Network.

Jack Overall takes a researcher's approach to selling. His first step is to find out why an advertiser should use radio and then apply his knowledge of the Mutual network and the customer's needs to recommendations that are made.

His most interesting sale, based on this formula, was the "two for one" Anahist purchase on Mutual which "proved to be the best new radio investment of the '49-'50 season," Jack says, citing a Nielsen report.

In discussions with Foote, Cone & Belding executives, he stressed that this new product, Anahist, needed more than one-show exposure. He then convinced Tom MacDonald, FC&B account executive, to try the idea of two different type shows.

One show was a mystery half-hour on Sunday spotted opposite Jack Benny; the other an audience-participation show on late

JOHN RICHARD OVERALL

Saturday afternoons. Proof of the effectiveness of the two-show idea was a Nielsen study report of an audience exceeding 11 million homes.

Now approaching his 20th year in radio sales, Jack has spent 14 of them with Mutual—with time out for service as a lieutenant

(Continued on page 53)

—and you'll discover you *don't have to pay the High Dollar* to cover Detroit. On WEXL you hit 99.6% of Motor City listeners—at a low suburban rate. Plus . . .

- √ WEXL reaches over ½ the population of the State of Michigan
- √ WEXL is Michigan's First Independent Station (26 years)
- √ WEXL programs Music - News - Sports *when you want them*

Better "look on the other side" for High-Class Low-Cost Sell . . . on

WEXL
AM-FM

Phone Jordan 4-6523
National Representatives

HIL F. BEST

DETROIT
MICHIGAN

Tape recording helps the Hormel Girls put on three shows at once!

WEEKLY SHOWS by the traveling Hormel Girls' Corps are put on before live audiences and recorded on tape. The tape is then edited into a smooth, evenly paced half hour show, "Music with the Hormel Girls", broadcast on Saturdays over CBS, Sundays over ABC. This arrangement simplifies scheduling of the live show and makes it possible for the girls to participate in parades, conventions and promotions besides having Sundays free.

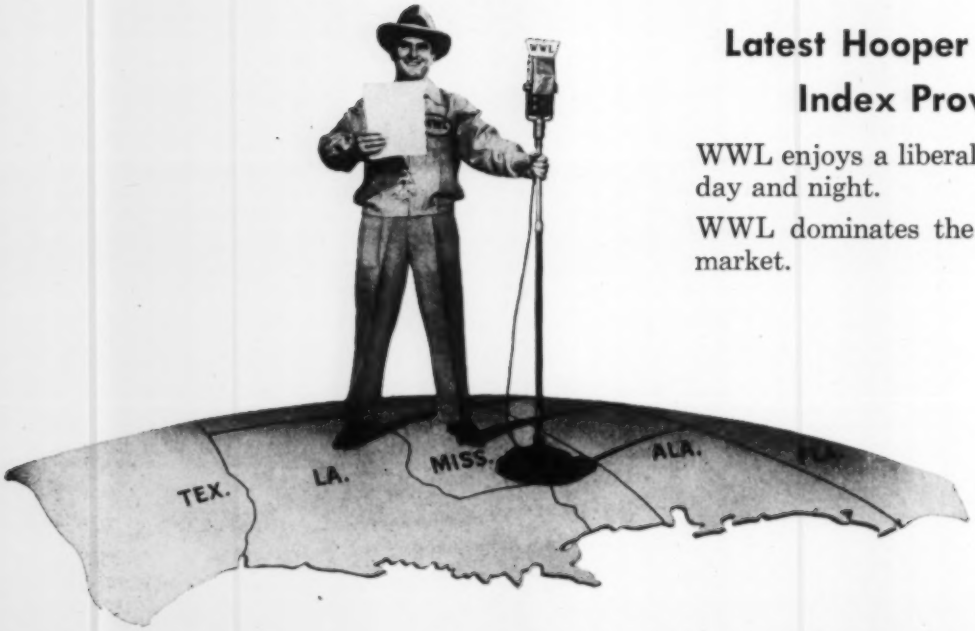
NEW ARRANGEMENTS, program ideas and talent auditions for the Hormel show are recorded on tape and shipped to the sponsor for approval. Tape's high fidelity, easy portability and instant playback make all kinds of recording jobs simpler. Editing is easy too—just snip and splice with "Scotch" Splicing Tape.

REHEARSALS ARE TAPED and carefully studied by the Hormel girls. Flaws are easily caught, quickly corrected this way. The tape captures every note, every inflection, reproduces them with matchless fidelity There is no needle scratch, crosstalk, kinking or backlashing. Recordings may be replayed thousands of times without loss of quality, and tape may be erased and re-used over and over again.

IMPORTANT! There's more than one brand of sound recording tape on the market. For quality, insist on the "SCOTCH" brand in the distinctive plaid-decorated box. Used exclusively on major networks and in master recording for top record manufacturers.

Made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives.

XUM



Latest Hooper Audience Index Proves . . .

WWL enjoys a liberal lead in share-of-audience day and night.

WWL dominates the whole rich Deep-South market.

XUM

How the South's Greatest Salesman Sells Your Show

South's greatest multi-media listener campaign includes colorful 24-sheet posters, consistent newspaper ads, streetcar and bus dash signs, store displays, personal calls on jobbers and leading retailers. It's a year-round promotion by WWL. That's one big reason why so many shows have WWL rating higher than national average.

In the Fall—
All Hear the Call
of the
South's Greatest Salesman

To the sparkling array of CBS stars–WWL adds the "darlings" of Southern listeners . . . adds public service shows that make listeners *loyal* . . . adds news and special events that keep those dials set at 870—WWL.

South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS

CLEAR CHANNEL

CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY REPRESENTED NATIONALLY BY THE KATZ AGENCY

XUM

TAKE A TIP
FROM THE NATIVES..

They Know Where to Get Action!

No empty creels for Atlanta's smart businessmen—they know WGST's top local shows plus the ABC lineup is the right bait for the booming Atlanta market. WGST carries more local business than any other Atlanta station. Don't snag your plug on a stump—cast where the big ones are waiting to bite.

WGST

5000 WATTS AT 920 K.C.
ABC IN ATLANTA

FORSYTH BUILDING • ATLANTA, GEORGIA

REPRESENTED NATIONALLY BY JOHN BLAIR,
IN THE SOUTHEAST BY CHARLES C. COLEMAN

new business

B. T. BABBITT Inc. names William Weintraub Inc., N. Y., to handle Babo and Glim account. Agency has recommended use of all media, including radio and TV.

DENNISON FOOD Co., Oakland, Calif. (canned food manufacturer), will sponsor *The Hardy Family* over KHA Spokane, KMJ Fresno, KCRA Sacramento, and KNBC San Francisco; and *The Adventures of Maisie* over KGW Portland, Ore. Both shows, property of MGM Radio Attractions, will be carried 52 weeks. Agency: Brisacher, Wheeler & Staff, S. F.

GALE HALL ENGINEERING Inc., Boston (auto gauges), appoints Cory Snow Inc., Boston, to direct advertising and sales promotion.

AUSTIN-GREEM Inc., N. Y. (cosmetics), names O'Brien & Dorrance Inc., N. Y., to handle advertising campaign for new indelible lipstick. **Eugene Waddell** is account executive. Media plans being prepared.

GIBBS & CO. Inc., Baltimore (canned vegetable packers), launches initial radio and television advertising in selected markets. Agency: VanSant, Dugdale & Co. Inc., Baltimore.

TEA BUREAU, Toronto (tea distributor), starts transcribed quarter-hour program on 30 Canadian stations for 36 weeks, thrice weekly. Agency: Baker Adv., Toronto.

LUCKY LAGER BREWING Co., S. F., has bought Interstate Brewing Co., Vancouver, Wash., and will market Lucky Lager beer in Oregon, Washington, Idaho and Alaska. McCann-Erickson, S. F., will handle advertising.

Network Accounts . . .

STERLING DRUG Inc. sponsoring first half hour *Sing It Again*, CBS audience participation show, Sat., 10-11 p.m. Agency: Baldwin & Mermey, N. Y.

U. S. AIR FORCE sponsoring seven play-by-play football broadcasts over selected ABC network through Nov. 23.

Adpeople . . .

JAMES K. McARTHUR, assistant advertising manager American Express Co., appointed advertising manager.

PARTY honoring Gordon MacRae of NBC's *Railroad Hour* is attended by (l to r) Clarence Goshorn, chairman of the board of Benton & Bowles; Albert R. Beatty, assistant vice president of the Assn. of American Railroads, sponsor; Mr. MacRae and Niles Trammell, chairman of the board of NBC.

to be sure your radio advertising is delivering *maximum results* in Colorado and Wyoming, be sure your files include a copy of "The Million-and-a-Half".

If you haven't received a copy of this comprehensive presentation of *all* Colorado-Wyoming listening, just jot your name and address on the attached coupon and mail to NBC Spot Sales, 30 Rockefeller Plaza, New York 20, N. Y.

Since the supply is limited, copies will be mailed strictly on a first come, first served basis.

KOA
DENVER

Represented by NBC SPOT SALES
NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO

NBC SPOT SALES
30 Rockefeller Plaza, New York 20, N. Y.
Please send me a free copy of "The Million-and-a-Half".

NAME .....
BUSINESS .....
ADDRESS .....
CITY ..... STATE .....

open mike

Critic Critique

EDITOR, BROADCASTING:

I was very glad to see that you have added reviews to your pages. It was an especially worth while addition to your editorial features, one that has long been needed.

However, I would personally like to see briefer reviews and more of them.

Richard Pack
Dir. of Programs
WNEW, New York

* * *

EDITOR, BROADCASTING:

The current BROADCASTING • TELECASTING has come to my attention and among the many well-reported items of interest I particularly enjoyed the comments on our *Jack Benny Show* on the "In Review" page.

Your treatment of program reviews in the editorial feature is very well done and is completely information. I say this not just because you were so complimentary to our program and to our "Be Happy—Go Lucky" commercials.

Trusting that future Lucky Strike programs will continue to meet your favor on this page to which I'll look forward every week.

A. R. Stevens
Advertising Manager
American Tobacco Co.
New York

* * *

Likes Our Statistics

EDITOR, BROADCASTING:

Your publication has been extremely helpful to us in making various radio vs TV studies over the past few years. We have found the "set" figures under the TV section very informative and hope you will continue with it . . .

Lois H. Scott
John C. Dowd Inc.
Park Square Bldg.
Boston

* * *

Were 'Sucked In'

EDITOR, BROADCASTING:

I read with deep interest the letter from Ted Smith of KWRC [Pendleton, Ore.] in your Sept. 18 issue.

The reason for my interest lies in the fact that we, a station that does NOT accept PI deals, were sucked in on this one because it "seemed different."

Mr. Smith . . . puts out a needed warning. . . .

Kenneth Z. Turner
Station Manager
WCTT Corbin, Ky.

[EDITOR's NOTE: Mr. Turner refers to Mr. Smith's report in OPEN MIKE, Sept. 18 of a commission-basis offer received from a home permanent manufacturer.]

* * *

No Discrimination

EDITOR, BROADCASTING:

. . . Many northerners feel that southern stations discriminate against Negroes . . .

As a matter of fact we received a number of phone calls from people who said that they were disgusted that WSGN would permit a Negro to win a prize . . .

. . . However, we received a great many more phone calls congratulating us . . .

Philip Frank
Director
Research & Sales Promotion
WSGN Birmingham, Ala.

CHECK for $430 is awarded by Henry P. Johnston (l), managing director, WSGN Birmingham, to Mrs. Sadie Howard for identifying mystery voice of Mrs. Texize, prominent city cancer worker. Mrs. Howard also received merchandise prizes, exhibited by Staff Announcer Shaff Gregory. Phone numbers are selected at random from Birmingham telephone directory.

* * *

Give FM a Chance

EDITOR, BROADCASTING:

. . . Why is it that when FM stations make available as much or more time than AM for public service shows, the groups producing the show make FM conspicuous by its absence from stories to the trade pubications? . . .

. . . Grant Advertising Agency . . . advised me that spot announcement orders (for Army Recruiting Service) were placed with all AM radio stations which carried *Proudly We Hail* on a gratis basis. It was indicated to the Grant Agency this policy was discriminating insofar as FM stations were concerned. . . .

. . . We can prove, if given the chance, that our FM station can outdo a great many AM stations. . . .

. . . Thank you for the help . . . your fine publication has been to us in the past. . . .

Bob Williams
WRSW (FM) Warsaw, Ind.

"Oh what beautiful mornings for sponsors"

on WCPO CINCINNATI

first again . . .

1st DURING MORNING HOURS

NET STA. "B"	WCPO	NET STA. "C"	STATION "D"	NET STA. "E"
17.6	33.2	22.5	12.6	12.2

1st DURING EVENING HOURS

23.6	25.7	24.4	12.4	10.9

1st IN TOTAL RATED TIME PERIODS

22.4	28.7	23.9	10.3	9.6

July-Aug. C. E. HOOPER ratings in Cincinnati, Ohio

WCPO-TV also FIRST in all Time periods

REPRESENTED by THE BRANHAM CO.

WCPO CINCINNATI'S NEWS STATION

from coast to coast . . . . on

NOVEMBER 26th

you'll be hearing

"This is

PBS

The Progressive Broadcasting System"

THE WORLD'S GREATEST DAYTIME NETWORK RADIO PROGRAMMING

originating from

HOLLYWOOD . . NEW YORK . . CHICAGO . . WASHINGTON

NEW YORK
55 W. 53RD STREET
JUDSON 6-3932

•

CHICAGO
360 N. MICHIGAN AVE.
FINANCIAL 6-0824

•

HOLLYWOOD
8983 SUNSET BOULEVARD
BRADSHAW 2-5841

XUM

EXTORTION

is an ugly word. But it was used by a Presidential Fact-Finding Board in refusing to grant the demands of four railroad Brotherhoods. Repeated resort to strikes and threats of strikes *in place of procedures set up by the Railway Labor Act,* brought stinging rebuke to leaders of unions who are attempting to constitute themselves claimant, judge, and jury.

A SPADE HAS FINALLY BEEN CALLED A SPADE.

In three major instances in scarcely more than a year, leaders of railroad unions have called strikes to enforce their own interpretation of existing agreements.

Their object is to force the railroads to pay claims totaling millions of dollars for work not done, for work already paid for, and work not needed to be done at all.

Strikes versus Orderly Process of Law

The Railway Labor Act was intended to prevent railroad strikes. It had the support of both labor and management. In addition to providing peaceful means for reaching agreements on wages and working conditions, the Act provides orderly means for settling disputes that arise over the *meaning or interpretation* of such agreements.

There are five ways under the Railway Labor Act to obtain final and impartial decisions on disputes over the meaning of contracts. These are the National Railroad Adjustment Board, created by the Railway Labor Act for this specific purpose; a system adjustment board; arbitration; a referee; and the courts.

"Black Jacking"—Union Style!

In the most recent case, involving the New York Central Railroad Company, the Brotherhood of Locomotive Engineers, the Brotherhood of Locomotive Firemen and Enginemen, the Order of Railway Conductors and the Brotherhood of Railroad Trainmen, the union leaders ignored all five methods provided by law for disposing of such disputes.

When the New York Central stood its ground against the union leaders who demanded that they be the sole umpires of their own disputes over the meaning of their contracts, they threatened to strike. Thereupon President Truman appointed an Emergency Board. This Board consisted of Frank M. Swacker, attorney, New York City; Paul G. Jasper, Chief Justice of the Indiana Supreme Court; and Wayne Quinlan, attorney, Oklahoma City.

"Extortion," Says Presidential Board

In its report to President Truman, this Board said:

"The growing practice of creating an emergency in order to bring about the appointment of an Emergency Board in the hope that it will make more favorable recommendations concerning contentions about grievances, with no binding effect if the reverse recommendation should be made, has been roundly condemned by several emergency boards and commented on by the National Mediation Board in its annual report.

"In the instance case it has reached a flagrant

EXTORTION (CONTINUED)

form. Here is an effort to extort the payment of hundreds of thousands of dollars based merely on Grand Lodge Officers' own conclusion that their interpretation of awards must be accepted without question . . .

"We urged upon the employees the foregoing considerations and that they submit these issues (as well as the other grievances) to the National Railroad Adjustment Board or a special adjustment board or an arbitration board, and the carrier, as an inducement to that end, offered concessions which to us seemed the maximum that could reasonably be demanded or expected. However, the organizations refused to so agree."

At another place in their report, they referred to the action of the Grand Lodge Officers as "constituting themselves claimant, judge and jury to determine the issue . . . "

More "Black Jacking"

Another similar case was that involving the Denver & Rio Grande Western and the Brotherhood of Railroad Trainmen, in the early months of 1950. President Truman created an Emergency Board consisting of Robert O. Boyd, attorney, Portland, Oregon; Harold R. Korey, labor relations consultant, New York City; and Chief Justice Robert G. Simmons of the Supreme Court of Nebraska.

This Board, in its report to President Truman, said:

"In the language of the Brotherhood, they propose to settle these issues by force of economic strength. The Congress has provided methods for the settlement of such disputes by the orderly processes of the law.

"At considerable expense to the Nation it has created tribunals vested with power and equipped with the means to make a determination of such matters here involved. Decisions by processes of the law and not by force is the orderly American method of settling controversies between men.

"We have heard the parties fully as to all matters here in dispute. It is our reasoned judgment that the issues here involved may be and should be resolved within the provisions of the Railway Labor Act."

Still More "Black Jacking"

In another case, involving the Missouri Pacific, the unions representing the engineers, firemen, conductors and trainmen *actually struck*—a month after an Emergency Board had refused to recommend that their demands be granted. This strike, in the fall of 1949, shut down that railroad and deprived large and important sections of ten states of railroad service for nearly seven weeks.

The members of this Board, appointed by President Truman, were Judge Roger I. McDonough of Salt Lake City, Chief Justice of the Supreme Court of Utah; Floyd McGown, attorney, Boerne, Texas; and Curtis G. Shake, former judge of the Supreme Court of Indiana.

"Inconceivable," Says President's Board

This Board, in its report, said:

"We should like to point out that if it is permissible under the Railway Labor Act for employees to circumvent the functioning of the Adjustment Board merely by creating a situation that calls for the appointment of an Emergency Board, the act has lost its efficacy for maintaining harmonious and orderly relations in the railroad industry insofar as operational disputes are concerned.

"It seems inconceivable to us that a coercive strike should occur on one of the Nation's major transportation systems, with all of the losses and hardships that would follow, in view of the fact that the Railway Labor Act provides an orderly, efficient, and complete remedy for the fair and just settlement of the matters in dispute.

"Grievances of the character here under discussion are so numerous and of such frequent occurrence on all railroads that the general adoption of the policy pursued by the organizations in this case would soon result in the complete nullification of the Railway Labor Act."

It's Time to Stop This Extortion

These are strange and outrageous examples of railroad unions setting themselves up as claimant, judge and jury—all in one. They make clear the unions' ruthless determination to enforce their "black jack" ultimatums by plunging important railroad systems into costly and crippling strikes.

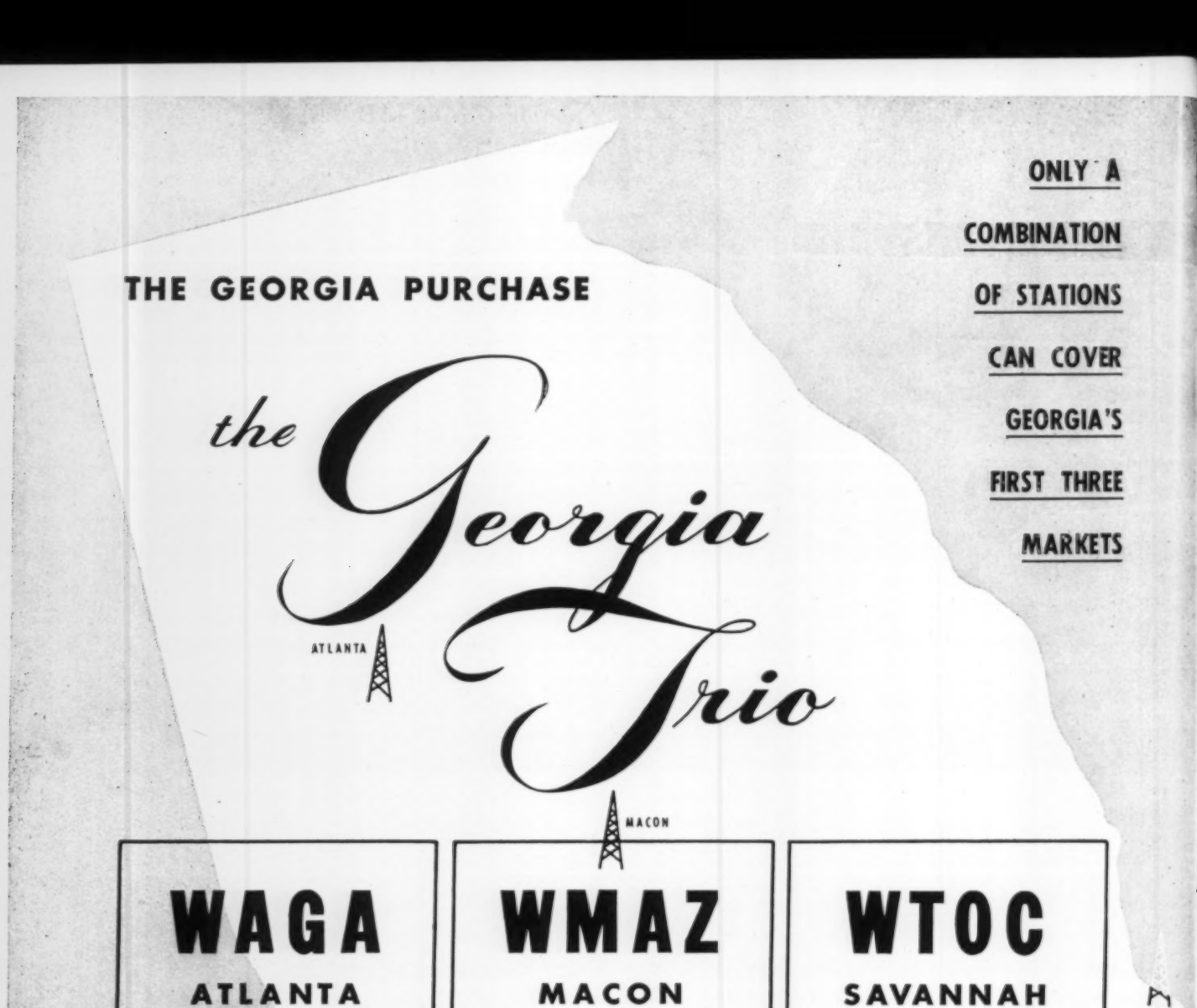
This practice is thoroughly undemocratic and un-American. It is a device of dictators—not of fair-minded men.

We are publishing this and other advertisements to talk with you at first hand about matters which are important to everybody.

THE GEORGIA PURCHASE

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS

the Georgia Trio



WAGA	WMAZ	WTOC
ATLANTA	MACON	SAVANNAH
5,000w • 590kc	10,000w • 940kc	5,000w • 1,290kc

(ALL CBS AFFILIATES)

THE *Trio* OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— *in Georgia's first three markets.*

Represented individually and as a group by **THE KATZ AGENCY, INC.**

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

BROADCASTING
TELECASTING

Vol. 39, No. 15 WASHINGTON, D. C., OCTOBER 9, 1950 $7.00 A YEAR—25c A COPY

FM'S PULSE BEAT

Lively Reports Refute 'Dying' Charges

By J. FRANK BEATTY

IS FM a dead duck?

Or is it merely emerging from a state of shock as a result of early 1950 station deaths, poised to start a new career that conceivably could end in the oft-promised supplanting of AM radio?

There's no denying that most of the 686 operating FM stations are having rough going. Some are making a little money and some are breaking even. But the percentage of profitable stations is small and few owners can back their brave enthusiasm with supporting CPA statements.

Worst of all, FM's life is still blighted by its bad luck in having been commercially born at the same time as its glamorous twin sister—TV.

That dim evaluation of FM's current status has one outstanding flaw: It fails to recognize FM's hidden values, its list of potentials.

Coupled with its potentials is the possibility, seen in set manufacturing circles, of a speedup in FM set production when some patents on the Armstrong limiter and discriminator expire in December. A score of set-makers pay Armstrong royalties on receivers in addition to RCA fees, but transmitter royalties are collected from stations. RCA royalty contracts include many FM patents, with Dr. E. H. Armstrong suing for alleged infringement. Armstrong patents are also involved in the FM sound system of TV sets.

Potentials Noted

In FM's potentials lies the basis for FM optimism and the persistence of many of its rugged backers.

Unfortunately stockholders and creditors can't eat potentials nor do FM stations have much luck selling potentials against AM's long-standing claims or TV's glitter.

But the fact remains—and dozens of FM operators will be glad to discuss it with you—that FM-only stations are building audiences, carefully and steadily, and that FM adjuncts of AM operations are filling audience holes that have long gone unrecognized.

It's a steady sort of growth that sucessful FM stations—and many unsuccessful ones—are showing, in contrast to the spectacular surges of AM and TV stations in their early careers.

This steady growth is occurring despite disdain toward the newer aural medium shown by some agency, advertisers and even broadcaster officials. After all, they were close to the breast-beating on FM's behalf by FCC officials in the late days of World War II and the press agentry of many FM promoters whose tub-thumping set new records in optimism and sales enthusiasm. This growth is occurring despite the fact that the FCC stunted FM's growth in infancy by shifting its spot in the spectrum and even today manufacturers aren't making enough FM sets to meet the demand.

Artificial Inflation

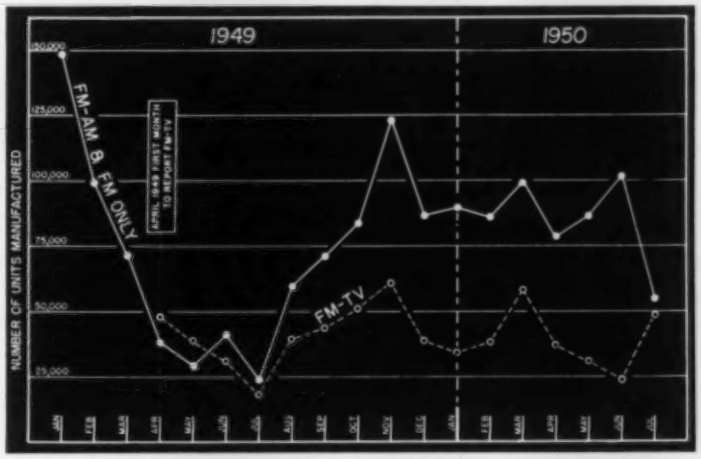
One of FM's toughest problems is to live down the artificial inflation inspired by its ardent progenitors, in and out of government. It may take years to remove some of the stains.

Then there is the matter—again serious—of building FM on qualities almost ignored in early days. For FM had to learn the hard way that the public was rather indifferent toward better tone quality and heeded static-free claims only when AM reception was poor or almost non-existent.

Instead FM is swinging to the

(Continued on page 88)

*** MONTHLY FM SET PRODUCTION**



*** Radio-Television Mfrs. Assn. figures representing over 75% of total set production, by months 1949 through July 1950, including FM-only, AM-FM and TV-FM sets. July, 1950, represents only a two-week production month.**

* * *

AMA CAMPAIGN

Over 30,000 Spots Being Used

CONFIDENT of the success of its $1 million-plus "Operation Saturation" advertising plan even before it started yesterday (Sunday), the American Medical Assn. and its agencies already are planning a follow-up drive on behalf of voluntary health insurance and against "socialized" medicine.

Plans are still in the preliminary stage, it was reported to BROADCASTING, and no details will be released publicly until results of the current two-week, nation-wide concentration of advertising in all media have been recorded and analyzed. It is understood that Whitaker & Baxter, public relations firm retained by the AMA for a reputed $1 million yearly, is working closely with Russel M. Seeds Agency, Chicago, in preparing another intensive radio campaign.

Seeds handled all broadcast media advertising for the current drive, which started yesterday and will continue through Oct. 21. In what is believed by the agency to be the heaviest concentration of spot advertising in the history of radio, the American Medical Assn. expects to reach "every radio home in the U. S." within the next two weeks.

Spots are being broadcast on different frequency schedules in every U. S. market. The initial buying schedule, as prepared by Account Executive Harry Goldsmith Jr. and Timebuyer Merle Meyers, called for some 1,600 stations in 1,200 markets. Actually both of these figures will be exceeded, as there are 1,260 markets in the U. S. and more stations have been added since the original estimates.

Good Results

The follow-up campaign is believed to have been crystallized following early reaction to the current saturation plan and to the tie-in advertising proposals. Advance campaign response brought letters pledging additional time.

The drive is three-fold—"to alert the American people to the dangers of socialized medicine, as proposed by several government officials; to remind listeners that America is the healthiest nation in the world, and to point out that 70 million Americans are already protecting themselves against the major costs of sickness through voluntary health insurance."

Radio is getting $300,000 of a total advertising budget of $1,110,000. Physicians, for the first time in medical history, were levied an assessment of $25 each for the drive funds.

The $300,000 will buy more than 30,000 spots on the nation's stations during the 14-day period. The mammoth analytical job required to determine limitations of the budget and its allocation was based on the premise that the AMA messages would hit at least one station in every radio market. From the beginning, however, Seeds was in-

(Continued on page 88)

LONG CHARGED

CBS Seeks Injunction

CBS will seek a temporary injunction against W. E. Long Advertising Agency this morning (Monday) in Chicago's Superior Court after filing a $1 million damage suit Wednesday afternoon.

The network will seek to restrain the agency "from interfering with exclusive contracts between WBBM (CBS) Chicago and WBBM artists," and to enjoin "these artists from violating contracts." Persons involved are Jim Conway, emcee of *Shopping with the Missus;* Fahey Flynn, news and sports announcer, and Elaine Rodgers, singer, all named as co-defendants.

The monetary suit is against W. E. Long Co. only. Network claims $1 million is amount of estimated damages resulting from exclusive contract talent working for the outside concern.

W. E. Long Agency, represented by Attorney Loy N. McIntosh, reportedly used the three WBBM employes for recorded commercials. WBBM charges these people, under exclusive station contract, worked for the agency without station approval.

Mr. McIntosh, however, told BROADCASTING W. E. Long Co. has documentary evidence, including a waiver, for the use of the three persons on the commercial transcriptions. He said also that the records were cut, with permission, in the CBS-WBBM studios.

Attorney Arthur Morse, representing CBS, says other artists will be named in court proceedings as additional "violations of contract" are discovered. He will ask the court to make available an accounting of the money received by the Long Agency for the use of the WBBM artists.

Judge Joseph Graber will preside at the hearing this morning.

BRIG. GEN. DYKE

Returns to Army Duty

AT the request of the United Nations, Brig. Gen. Ken R. Dyke, vice president in charge of public relations and publicity at Young & Rubicam Inc., has returned to military service for a special 90-day tour of duty.

Gen. Dyke

Gen. Dyke will report to Gen. Douglas MacArthur in Tokyo to provide UN information to the armed forces fighting on behalf of the UN. He will work in liaison with Col. Alfred G. Katzin, personal representative in Korea of UN Secretary-General Trygve Lie, and with members of his staff.

For three years Gen. Dyke was on Gen. MacArthur's staff and also served as chief of Civil Information and Education in Japan. He is former vice president of NBC in charge of programs.

Drawn for BROADCASTING by Sid Hix

"WOF brings you another first—the man in the street program!"

INFORMATION

Defense Dept. Steps Up Radio-TV Activity

FURTHER realignment of certain personnel within the Defense Dept.'s overall information organization and greater emphasis on operational functions of each service to meet the expanding needs of radio and TV stations loomed last week in Pentagon circles.

Policy discussions, underway the past month, were described by Defense officials as looking toward re-evaluation of the relationship between the individual services and broad policy to be followed under the new aegis of Secretary of Defense George C. Marshall and within the present unification structure.

Developments resulting from the recent appointment of Secretary Marshall and the impact of the Korean war have stimulated talks on the degree to which each service shall be allowed to conduct its own operation under overall policy. In any event, radio-TV activity is increasing on subordinate strata.

Realignment of the military information structure [CLOSED CIRCUIT, Sept. 18] reportedly has commanded attention of Marx Leva, Assistant Secretary of Defense, who is expected to make his recommendations to Secretary Marshall in the near future. Mr. Leva, former assistant to the late Secretary James Forrestal and top legal adviser, is said to have concerned himself with the organizational and legal aspects of such a move.

Parks' New Post

Evidence of top-level shifts was seen, in some circles, in the designation of Maj. Gen. Floyd Parks, Army information officer, as the "executive agent" for the Defense Secretary. It is believed that he will head up the whole defense information operation. Osgood Roberts is now acting director of the Defense Dept.'s Office of Public Information, succeeding William Frye, now on leave in Europe. This would return the top information post from civilian to military hands.

★

Some changes already have taken place the past fortnight. Col. Edwin M. Kirby, radio-TV specialist during World War II and co-author of *Star Spangled Radio* depicting radio's defense efforts, has returned as chief of the Army's radio-television branch. He is handling projects for Gen. Parks and servicing demands from stations for information and Signal Corps newsreel footage for TV.

Request 'Army Hour'

Additionally, Col. Kirby is helping to coordinate the overseas appearances of radio and screen stars through Army Special Services in combat zones. His unit has received some requests for return of the famous *Army Hour.* Assisting him, according to Col. Kirby, will be Carl Zimmermann, recalled to active duty from WRAC Racine, Wis. He was active in the original *Army Hour* production, holding the rank of captain.

Col. Kirby is cooperating with the Defense Dept.'s radio-TV branch, headed by Charles Dillon, on preparation and release of material. To meet mounting needs of networks and stations, the Army and other branches are expected to step up their operations, including production of special radio programs. Col. Kirby plans to increase his staff.

Press Branch Change

Still another change is that involving Lee Hargus, until recently in charge of the department's overall press branch and now transferred to Defense Dept. Plans operation. He was succeeded by C. H. Schooley.

VOTE DISCS

'Non-Partisan' Say Demos

OVER 2,000 stations throughout the country, including all AM and "most" of the FM outlets, this week will receive "non-partisan" transcriptions urging Americans of all political hues to vote in the November elections.

Large quantities of records, consisting of short 50-to-60-second addresses by the President and cabinet members, will be distributed by the Democratic National Committee with accompanying texts. Each message emphasizes a tiein between the voter and the department represented by the cabinet officer.

Called 'Non-Political'

The project was described as the "largest non-political public service activity" of its kind ever carried out by a politcal party "in the history of broadcasting," with cost estimates placed roughly between $5,000 and $6,000.

In distributing the records for local station use, the national committee stressed that the discs were "not to be used" in connection with any "political" broadcast.

The expense of producing and distributing the records was undertaken, according to William M. Boyle Jr., committee chairman, "because no organization appeared to be seeking to utilize on a national scale the full resources of the broadcasting industry to stimulate a large vote this November."

Mr. Boyle added that the committee is "earnestly soliciting the cooperation of all broadcasters in making these recordings a real weapon of democracy."

The Democratic committee chairman explained:

We realized that it might seem a little unusual for a political party to spend money on a non-partisan project in the middle of a hot campaign, but it seemed to us that the need for a large vote to demonstrate to the world the vigor of our democracy was so great that we should do everything within our power to bring out a large vote, regardless of the party affiliations of those who are encouraged to vote by this radio campaign.

Barkley Itinerary

Meanwhile a detailed itinerary for Vice President Alben Barkley, who is mustering national support for Democratic candidates on a frankly "partisan" basis, was announced by the committee last Friday [BROADCASTING, Oct. 2]. Tentative arrangements were revealed for partial radio-TV coverage, though stations were not determined for the most part. Included are two speeches over national networks emanating from Chicago and Indianapolis, Ind.

Schedule, with AM-TV coverage, follows:

Oct. 9—Los Angeles, Southern California ABC Network, 9:30 p.m.
Oct. 11—Seattle, broadcast and telecast, 8:30 p.m. (station undetermined).
Oct. 12—Spokane, "complete radio coverage" 8:30 p.m.
Oct. 13—Lewiston, Ida., "statewide radio," 8 p.m.
Oct. 18—Indianapolis, Ind., "nationwide hookup" (network undetermined).
Nov. 3—Chicago, "nationwide hookup" (network and time undetermined).

PARTY CANDIDATES

Get Radio-TV Aid

RADIO and television services and techniques designed to aid Congressional candidates seeking office on the Republican ticket are currently being offered to House members by the Republican Congressional Committee as a means of "streamlining" their 1950 campaign.

A pamphlet calling attention to suggested scripts and charts serves to implement the recent GOP booklet, "Radio and TV as Tools in the 1950 Senatorial and Congressional Campaign" [BROADCASTING, Sept. 25]. The Congressional Committee is working directly with House members to augment general guidance principles set forth by the Republican National Committee.

The Republican Congressional group, under the chairmanship of Rep. Leonard W. Hall (R-N. Y.), is urging its candidates to utilize 30-second and 60-second station break spots, particularly the closing week or 10 days of their campaigns. They will receive, without charge, at least one 16-inch record, possibly two, containing a wide variety of professionally - made spots using effective sound effects available and covering issues common to every candidate's campaign.

"It is suggested that candidates purchase their radio spot time as many weeks in advance as possible,' the GOP booklet says, "preferably seeking time in the morning during the breakfast hours and at night during the dinner hour."

Equal Time

The committee reminds members that "under federal statute, if persons opposing your election have purchased radio spot time, you are *entitled* to purchase similar time, and the station must provide such time if you pay for it."

Urging use of periods from 7:30 to 9 a.m. and 6 to 8 p.m., the committee has designed a 60-second spot with provision for a 40-45 second script beginning with sound effects and followed by voices of two professional announcers "dissecting a political issue." Accompanying the record, prepared by NBC's Radio Recording Division, will be a suggested 15-second or 20-second script to be read by the local station announcer at the end of the record, tying in the candidate's name and giving reasons to vote for him.

The committee also noted that candidates in some sections of the country have "difficulty in obtaining professional assistance to help them make their spots with the proper sound effects and the most effective script techniques."

Pointing out that "television will play a part in many Congressional elections in 1950, and by 1952 will probably affect every contest," the Congressional Committee's Public Relations Office, headed by Robert Humphreys, has prepared several TV shows for use of candidates.

"It is essential that a candidate fashion his 'show' so the television camera can keep a frequently-shifting image on the screen to avoid static and boring production," the pamphlet notes, adding that use of charts is an "inexpensive way to accomplish this end."

On the basis of recommendations by "television experts" that video shows be limited to approximately five minutes, the committee is offering to Congressional candidates in TV districts several five-minute programs consisting of suggested scripts and sets of five photo-lithographed charts mounted on cardboard. Topics are divided among "unpreparedness," the Korean situation, communism, and the cost of living with respect to taxes.

Viewers watching the communism series in TV districts will be apprised of administration attitudes on China policy, the atom spy rings, the Alger Hiss case, the subversive control bill and communism in general.

The pamphlet also covers such services as visual presentations, newspaper ads, street interview techniques, photo portfolios and newsletters, according to Mr. Humphreys, former national affairs editor of *Newsweek* and previously with International News Service. Services are provided members and campaign workers without charge.

Another service is a loose-leaf book containing speeches and data on 20-odd important issues. Book is intended to offer any candidate a concise discussion on any topic which may be used when writing his speech.

Special Purpose Discs

Hundreds of records were distributed by the national committee's women's division for use at special meetings, and excerpts were broadcast throughout the world by the Voice of America. A 30-minute broadcast, recorded especially for the occasion, featured a number of prominent women in high political posts, including FCC Comr. Frieda Hennock.

Services and techniques also are being prepared for Democratic members by the National Committee working in conjunction with the Senatorial and Congressional Campaign committees. Kenneth Fry, radio director of the national group, has distributed a booklet on "How to Use Radio and Television."

For Senate members seeking re-election, the Campaign Committee is preparing a series of 15-minute films to be used in key states with TV facilities. The films deal with accomplishments of the Democratic administration.

Meanwhile, Mr. Fry revealed, the national committee is seeking network availabilities, through its agency, The Biow Co., New York, for broadcast and/or telecast of one or two major speeches to be delivered by Vice President Alben Barkley during his extensive tour throughout the country [BROADCASTING, Oct. 2]. Probably all of his addresses will be carried on a paid basis by local stations in various areas in which he is slated to speak.

It is understood that Indiana, Illinois and Pennsylvania are areas now under consideration as originating sources for the network programs. The Democratic National Committee also has an extensive radio spot campaign under study (see story page 24).

President Truman still was undecided as to how many frankly political speeches he will make over the national networks during the campaign in behalf of Democratic candidates. His Democratic Women's Day five-minute address, aired by ABC Sept. 27, was arranged as a public service feature commemorating the 31st anniversary of women's suffrage.

LBS ON THE AIR

Nation-Wide Service Starts

FULL-TIME service by the nation's fifth network, Liberty Broadcasting System, was inaugurated Oct. 2 [BROADCASTING, Oct. 2]. At 7:45 a.m. the initial program originated in Washington, D. C., from the network's local studios. During the day programs also were carried from Dallas, New York and Hollywood, key originating points for LBS.

For the past three years Liberty has been constantly expanding. From one station, KLIF Dallas, Tex., LBS has grown to reportedly the nation's third largest operating network. Progress has been sparked by Gordon McLendon, its 29-year-old president.

SMILES and congratulations were the order of the morning when Liberty Broadcasting System inaugurated nation-wide program service Oct. 2. Fred Palmer (l), manager of LBS' Washington affiliate WOL, does the honors with encouragement from Mr. Foster.

Mr. McLendon points out that LBS was not formed—it grew. Original programming was built around sports broadcasts. Now the network also features news, musical programs, Hollywood reports, commentators, programs from the UN and a variety of other attractions.

One of the outstanding events of the Liberty Broadcasting System will be its fall line-up of weekend sporting events. Every Saturday afternoon Ted Husing will handle play-by-play on the Army football games. New York Giants professional football games will be presented some Sunday afternoons, also with Mr. Husing. Every Sunday afternoon Mr. McLendon will cover the professional football games of the New York Yankees.

Following the Army games on Saturday, LBS will carry an outstanding West Coast football contest. In the evening Louisiana State U. football games will be presented. These will be the only

(Continued on page 89)

Meet Morris Sachs . . .

Whose Amateur Hour Is a Midwest Listening Habit

IN 1910, a 12-year-old boy trudging through the streets of Chicago's south side with a pack of wares on his back, laid the foundation for one of the midwest's most successful mercantile establishments.

Morris B. Sachs, founder of the Chicago retail clothing stores that bear his name, confesses he was never so happy as when he was winning customers by personal selling. He hoped for a miracle of transportation or communication that would enable him to talk to more and more people each day.

By 1913 he had discovered the horse—and by 1916, the automobile. But neither of these media satisfied Morris Sachs' craving for something bordering on omnipresence. He approached this exalted state, however, in 1930 when he discovered radio.

Sachs Has Put Its Trust In Radio for 20 Years

For the past 20 years, radio has been the basic advertising medium at Morris B. Sachs Inc. The company's sales volume has grown in that period from $200,000 to more than $8 million annually. In recent years, some of the firm's advertising budget (usually 5% of its gross, with radio getting 4%) has been allocated to newspapers and billboards, and for the past two years a sizable sum has gone into television. But sound radio always has been the backbone of the company's promotional structure.

Mr. Sachs' consistency as a radio advertiser is matched only by his loyalty to one format. Sixteen years ago, on Aug. 27, he began sponsoring a weekly amateur show from the window of his South Halsted St. store. It was the first amateur show ever broadcast. It preceded the famous Major Bowes program by eight months.

The current *Morris B. Sachs' Amateur Hour* is the 1934 show all over again, except for the cast, the location (ABC's Civic Studio), and the addition of some visible commercials as the program now is simulcast.

Of course, one member of the original cast is still there: Mr. Sachs rarely misses an opportunity to indulge in some of his personal selling, now that he has an audience of thousands each week. But his present day sales technique is more subtle than that formerly employed. It consists of a warm handshake, a friendly smile, and a few words of encouragement for the top three contestants on each of his shows—plus a cash prize, a watch, and an armful of posies (orchids for the girls; roses for the boys) for each winner. In recent months, even more has been added. Mr. Sachs presents an automobile every 13 weeks to the contestant who wins a quarterly showdown of talent.

Morris Sachs was 11 years old when he migrated to Chicago from Sveksna, Lithuania. His father, a teacher, had passed away and Morris came to live with a married brother, George, who was nearly 20 years his senior.

Young Sachs went to night school so he could hold down various odd jobs during the day. Within a year he began his mercantile career when a friendly wholesaler entrusted him with $10 worth of curtains, blankets and other household furnishings. Confining his calls to a small area on Chicago's near south side, he peddled his first consignment of merchandise in one day. Within a week, he had established a $100 credit, and a month later $500. When he was 15, he purchased a horse and wagon.

Morris Sachs was 16 when he opened his first store in 1914. Ten-by-twelve feet in area, it was located on 14th St., just off of Halsted about 1½ miles south of Chicago's Loop. But Mr. Sachs dates his business inaugural from 1910, for it was during that year that his name first became associated with merchandising in Chicago, even though his was a mobile operation.

It was some years after he opened his first establishment, however, when Mr. Sachs decided to tend shop in person. Feeling he was at his best making calls and widening his circle of friends, he left the store in other hands. In fact, two years after his opening, he purchased a light-delivery Ford to aid him in his travels.

Firm Rapidly Expands To Larger Quarters

With a crackerjack "demonstrator" in the field, the Sachs company outgrew its original storefront in four years. And since its young proprietor meanwhile had pushed his door-to-door frontier far southward, he opened a larger establishment (18-by-75 feet) at 7526 South Halsted. Three years later, in 1921, he decided to specialize in ladies' and men's clothing, rather than to continue handling a wide range of household goods. So he moved to 6626 South Halsted, in the same block where his present modern headquarters store now stands.

Between 1928 and 1930, his "Golden Twenties," prosperity led to establishment of three other ladies' and men's clothing stores on Chicago's south side (at 47th and Grand Blvd.; South Chicago Ave. and 90th St.; and 113th St. and Michigan Ave.). Mr. Sachs' earlier travels had taken him to hundreds of the homes immediately surrounding his three new locations.

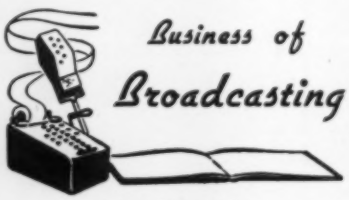
Local Store Becomes Metropolitan Enterprise

By 1933, however, radio had transformed Morris B. Sachs Inc. from a community store organization into a booming metropolitan enterprise. So Mr. Sachs "put all my eggs in one basket." Closing all of his stores but the South Halsted establishment, he enlarged the latter to four times its size by doubling the ground floor and adding a second story. This was accomplished in the depression year of 1933.

A year later, with "hard times" still occupying Chicago, Mr. Sachs again enlarged his facilities, doubling the area of both floors. He frankly admits his 1934 building program was dictated by an upsurge in business generated by the *Amateur Hour*, which began its long run that year (838 consecutive performances up to yesterday Sunday).

But he gives credit to some of Chicago's radio pioneers for starting his business upswing four years before.

Mr. Sachs bought his first radio time in 1930 on WSBC Chicago. The station was founded by the World Storage Battery Co., after which it took its call letters. Jerry Sullivan, whose clipped "Chi-kaw-



Business of Broadcasting

One of a Series

go" inflection distinguished his station identifications from those of other Chicago announcers, was paid $25 weekly for playing the piano and handling Sachs commercials briefly every day of the week.

Mr. Sachs personally went on the air too. He appeared on all of his programs, except the very first one. On that auspicious occasion he was among those present, but the excitement of addressing an unseen audience of thousands caused him to "pass out," as he puts it.

From the beginning, Mr. Sachs had a broadcast theme. He and his announcers gave expression to his belief that "it is no crime to buy on credit." But he warned of merchants who were cheating their patrons by putting exorbitant prices on inferior goods in lieu of carrying charges. Chicago has less fraud among credit merchants today, due partly to the radio campaigns waged by Mr. Sachs against unfair mark-ups, and Morris B. Sachs Inc. meanwhile has profited materially by stressing to prospective customers the wisdom of selecting merchandise with "distinguished and famous labels," and pay "at your convenience—without interest."

Trust in Customers Pays Off for Sachs

"Over the years, I have steadfastly believed that 99½% of my customers are honest," Mr. Sachs says. "I ask that they make *some* regular payments for merchandise received. But if, through some unforeseen circumstance, they are unable to keep up their payments, all I ask is that they take me into their confidence. That my thousands of customers have trusted me has long been proved by their continued patronage."

More than a half-million men and women from five mid-western states regularly make the Sachs stores their clothing headquarters in Chicago. Fifty percent of them pay "when convenient."

In addition to WSBC's Jerry Sullivan, Mr. Sachs sponsored a 2½ hour *Breakfast Express* show every week-day morning on WAAF Chicago during the four years before *Amateur Hour's* debut. This record show, interspersed with time, weather, and news reports, became so popular that it was kept on the air along with the amateur program for many months. The company's radio budget of $10,000 in 1930 approached the $100,000 mark in 1934 when both shows were being sponsored. Jerry Sullivan's program meanwhile had been discontinued.

During its first six months, *Amateur Hour* was carried on WCFL Chicago from the window of the company's south side store. The time was from 7 to 8 p.m., Friday. The police department forced the show to move after this initial period when its "studio audience" overflowed from the sidewalk onto busy Halsted St. But Mr. Sachs found refuge in a nearby Masonic Temple, seating 1,000, so the show went on without interruption.

In 1936, the program shifted to WENR, took on an agency—Schwimmer & Scott—and changed its time to 12:30-1:30 p.m. Sunday. It has been on WENR ever since, but has been handled by two other agencies during the period—Wade Advertising and Ruthrauff & Ryan. Mr. Sachs now has the good fortune of having the same producer for *Amateur Hour* as he had during the show's three years with Schwimmer & Scott: Norman Heyne, radio and television supervisor at R & R, which took over the Sachs account three years ago. In March of last year, WENR-AM-TV, in cooperation with Mr. Heyne, engineered the transition from sound radio to simulcast.

In addition to radio commercials, the program has TV commercials by a separate announcer, and brief fashion showings on TV with the Sachs company's well known stylist, Jane Harper, doing the commentary.

Since Mr. Sachs presents *Amateur Hour* to make more and more friends, he passes the word on to Mr. Heyne to be considerate of all contestants. Those who fail in their auditions receive a card from the producer stating he is "very sorry you didn't make it—won't you try again?" And many *do* return for later tryouts. Some of those who came back, made the grade, and moved on into "big time" are June Haver of the movies, Pamela Britton of the musicals "Oklahoma" and "Brigadoon," singers Frankie Laine, Mel Torme, and Skip Farrell, and The Harmonicats, whose recording of "Peg o' My Heart" swept the nation a few years ago.

The first step required to get on *Amateur Hour* is to write to Mr. Sachs. The contestant then receives a card scheduling an audition—an average of 100 hopefuls attend each Thursday night tryout. Those among the "lucky 10" are called to a rehearsal on a future Monday, and get two more rehearsals (one dry run; one dress) the morning of the show.

Voting is by phone (up to 3 p.m. the day of the show) and by mail. The winner gets $75 in cash, a watch, and an opportunity to compete for an automobile in the quarterly finals along with 12 other weekly winners. Second place winner gets $40 and a watch; third place $20 and a watch. All of the top three contestants get those gorgeous bouquets of flowers.

Through the years, *Amateur Hour* has had a succession of "name" announcers, emcees, and supporting musicians who have attracted thousands of listeners by their own reputations. Norman Ross, Gene Arnold, and Charles Lyons presided at the mike during various periods before Bob Murphy became master of ceremonies three years ago. Marvin Mueller and Fort Pierson were announcers before Bob Cunningham took over in recent years and in 1949 was joined by Lee Walters and Eloise Kummer, who handle audio commercials on the simulcast. Blonde Adele Scott at the organ and Al Diem at the piano have large followings.

Uses Show For Civic Campaigns

Mr. Sachs uses the show to spark various civic drives each year. Campaigns for Christmas baskets, benefit funds, and such appeals as cigarettes-for-vets have gone over-the-top in Chicago once the *Amateur Hour* has got behind them. On such occasions, the show moves into Chicago's Civic Opera House and plays to capacity crowds. One Christmas season, 15 tons of groceries for the city's needy were collected at one performance. At the recent 16th anniversary broadcast, on the eve of the VFW's national convention in Chicago, Mr. Sachs received a VFW certificate of merit in recognition of his drives for service men.

For the first time in many years,

(Continued on page 38)

Some Other Articles On Department Stores
In BROADCASTING • TELECASTING

Hecht Co. of Washington's use of TV as new sales vehicle—A feature, April 3, 1950.
Eastern-Columbia of Los Angeles adds television to its air success story—A feature, March 20, 1950.
Hecht Co. of Washington puts over its branch store with radio—A feature, July 11, 1949.
Schuster's of Milwaukee reviews its 18 years in radio—A feature, May 2, 1949.
James Black Dry Goods Co. of Waterloo, Iowa, cites success of its beamed radio program—A feature, March 28, 1949.
Zion's Cooperative Mercantile Institution of Salt Lake City finds radio pays—A feature, Jan 24, 1949.
Ouellette's Dept. Store of Portsmouth, N. H., pays tribute to radio's selling power—A feature, Dec. 20, 1948.
M. L. Parker Co. of Davenport, Iowa, writes a success story with video—A feature, Aug. 16, 1948.

* * *

SIXTEENTH anniversary of the *Morris B. Sachs Amateur Hour* was celebrated Aug. 27 at ABC's Civic Studio, by (l to r) Mr. Sachs; Edward Lynch, WENR Chicago account executive; Norman Heyne, radio-TV supervisor at Ruthrauff & Ryan, Chicago, and producer of the show; Roy McLaughlin, manager of WENR; and Bob Murphy, m.c. of *Amateur Hour*.

XUM

FRANCES G. BUONANNO (2d r) of Bridgeport, recently crowned Mrs. Connecticut of 1950, receives her trophy from Philip Merryman, president and treasurer of WLIZ Bridgeport, and congratulations from Adam J. Young Jr. (l), WLIZ's national representative, and Connie Parks (Mrs. Jane Connors Quinn), WLIZ woman's editor.

AT meeting of the Louisiana-Mississippi AP Broadcasters Assn. are (l to r): Seated, Bob Shipley, KWKH Shreveport, La., group's v. p.; Hugh Jones, WGCM Gulfport, Miss., new president; standing, Oliver Gramling, AP assistant gen. mgr.; James Gordon, WNOE New Orleans, retiring president.

PROMOTIONAL piece pointing to Omar Baking Co.'s sponsorship of Ohio State U. football broadcasts over WBNS and WELD(FM) Columbus, Ohio, is shown by Ann Evans, WBNS promotion director, to George Tassie (seated), general manager of Omar Co., and WBNS Commercial Manager W. I. Orr.

GETTING together during recent demonstration of Schwerin Research Co. system at NBC Hollywood are (l to r): Arthur W. Gudelman, radio timebuyer, Barton A. Stebbins Adv.; Thomas C. McCray, director of radio operations, NBC Hollywood; Horace Schwerin; Ray Morgan, Raymond R. Morgan Agency.

COONSKIN caps, emblem of the Pioneer Bank, and of Tennessee, too, are the fashion as Drue Smith cuts a birthday cake on the second anniversary of *Party Line* which she produces and broadcasts over WDOD Chattanooga for Pioneer Bank. L to r: Jim Nichols, director, Chamber of Commerce; Paul Mathes, president, Chattanoogans Inc. and chairman, city's Defense Council; Earl Winger, co-owner WDOD; Miss Smith; Wilkes Thrasher, Hamilton County government head; George Clark, president, Pioneer Bank and Consumer Bankers of America; Norman Thomas, co-owner WDOD; Bob Bosworth, chief newscaster WDOD, who also announces the Drue Smith show.

PBS OPENING

Finley Sets for Nov. 26 McClintock on Board

PROGRESSIVE Broadcasting System, a new operation offering day time programs to local stations exclusively throughout the country, will begin full operation Nov. 26, President Larry Finley announced last week in New York. Arrangements for service to about 250 stations are completed, he said, and additional stations are expected to bring the total to 400 by Feb. 1, he said.

Mr. Finley, who arrived in New York after a six-weeks tour covering more than 750 radio stations, also announced the election to the PBS board of Dr. Miller McClintock, former president of MBS. He also announced the appointments of Edgar H. Twamley, formerly with NBC and WBEN Buffalo, as vice president in charge of the eastern division, and Robert B. White, a former executive of ABC, as vice president in charge of the central division.

Donald Withycomb, former president of WFIL Philadelphia, is executive vice president, with headquarters in New York. Mr. Finley, former transcription producer, is one of three stockholders, and will headquarter in Hollywood.

Programs, will be fed both live and via tape-recording from divisional points in New York, Chicago and Hollywood, via AT&T lines, Mr. Finley said. Stations will pay a minimum program fee of $580 per month, he said, plus one-half of the talent charge per quarter-hour, which ranges from $4 to $40. The company also plans to represent its affiliated stations in national sales, at the standard 15% commission, according to Mr. Finley.

PBS Associates

PBS is incorporated in California with a capitalization of $1,500,000, Mr. Finley said. His associates are Bernard Fleisher, wholesale liquor distributor in Nebraska and South Dakota, and Morris A. Hazan, a prominent Los Angeles merchant. Reserves have been set aside from programming and talent, according to Mr. Finley. He said the project was not undertaken until nearly two years of planning and exploration.

Mr. Twamley will have temporary offices at 55 W. 53 St., New York, telephone: Judson 6-3932. Mr. White will have headquarters in the London Guarantee Bldg., 360 N. Michigan Blvd., Chicago, telephone: Financial 6-0824, he announced. Production offices of the network are in the Pantages Bldg., and West Coast executive offices at 8983 Sunset Blvd., in Hollywood.

Programming will be aimed primarily at the housewife, without emphasis on sports, Mr. Finley said. Although all commercial programming will originate in Hollywood, news coverage will pay attention to area interests in each division—East, West and Central.

Mr. Finley said that PBS will broadcast from 7 a.m. to 7 p.m. throughout the week, allowing a 60-second station break between all programs and 2½ minutes of commercial time for all 15-minute shows. All hour and half-hour shows will be broken into 15-minute segments, permitting sale to different sponsors, he said.

For station sales departments, he said there would be daily closed-circuit talks designed to aid selling and promotion. Six-minute condensations of all shows will be supplied affiliate stations 30 days in advance to allow time for them to be sold, and national spot representation from offices in New York, Chicago, Los Angeles and Dallas will be provided, he said.

ABC CHICAGO

Splits Sales Operation

ABC Chicago has divided its network sales operation into separate radio and television departments, James L. Stirton, sales manager and general manager, announced last week.

New TV manager is Gerald A. Vernon, former coordinator of TV sales, who has been with ABC since 1942. He started as research manager and later moved into local and network sales.

His AM counterpart is Robert G. McKee, who joined the Blue Network in 1940 and was an account executive in network sales when ABC was formed in 1942. In 1945 he was named assistant sales manager of the Central Division. For 15 years Mr. McKee was vice president, treasurer and part owner of Homer McKee Co., Indianapolis-Chicago-New York agency.

The present network staff of seven men will be expanded by four within a week. Chicago is the second ABC O and O operation to divide its network activity in this way (New York was first). For the time being, the local sales staff will continue to handle both media.

BBC Accused

A CHARGE that the BBC has broadcast Soviet propaganda under the guise of "critical comment" has drawn support of Sir Waldron Smithers, Conservative member of the British Parliament, who has asked the House of Commons to order a "purge of the Communists" in the government-owned network. Accusation had been leveled by the Listeners' Assn. of London, which took exception to a program called *Soviet View* in which BBC relays anti-Western attacks on religion, Anglo-American friendship and other subjects. BBC contends that the program, based on Russian broadcasts and publications, is such "transparent propaganda" that it actually serves as effective anti-Communist material.

XUM

AM INDEPENDENTS

Non-Paper Group Urged

PLANS for the formation of an organization of and for independent, non-newspaper-owned AM stations [CLOSED CIRCUIT, Oct. 2] are underway and will be actively pursued depending upon the ultimate response and "democratic expression" of such broadcasters.

Organizer of the movement is Benjamin Bartzoff, vice president and general manager of WVOM Brookline, Mass., 5 kw 24-hour station covering metropolitan Boston.

An "enthusiastic" and "heartening" response to letters sent to approximately 250 stations urging such a group has already been received, Mr. Bartzoff told BROADCASTING. Even those who were not in complete agreement in every detail, agreed in principle, he reported.

All U. S. broadcasters in the same category are to be similarly approached.

Incompatibility between needs and problems of AM independent stations and those of network affiliates, newspaper-owned outlets and those having TV operations makes imperative an organization that will serve the common interests of the completely independent station, make it felt as a force, and result in reduced costs and great economic gains, declared Mr. Bartzoff.

"There has been no organized effort of self-help by such stations," he said, "because the only time they get together is at District NAB meetings or a radio executives club somewhere on a social plane, while they listen to a speaker discuss generalities about the industry."

Evidence of Need

Evidence of need for an organization based on mutual interests, Mr. Bartzoff asserted, is apparent when "in a city like Boston, a newspaper-owned station has merely to send its copy to the paper and can have a full page or the trucks to feature a program. The radio rate in newspapers here is so high that only the biggest advertisers can afford to buy, let alone an independent."

The proposed association, he said, would eliminate unnecessary evils and provide a common ground for discussion and solution of problems in programming, sales, library service, purchasing, station representation, engineering and matters involving FCC and lawmakers.

Citing specific reasons why stations of his type need to band together for assistance in selling, he scored the Army and National Guard as two of the chief violators in time-buying. "Very recently," he declared, "the U. S. Army, with taxpayers' money, decided to buy advertising on some stations, and they asked the others to run the same thing without cost. The independent station falls prey to every bad business practice, every scheme of destruction, because there is no inter-exchange of ideas and methods."

Mr. Bartzoff observed that "the Army and National Guard don't have to spend a nickel on radio if they don't want to, but if they do on some they shouldn't ask others for free time. We want equality for all stations."

He asserted the independents need representation from their Congressmen and Senators "to prevent any further inroads by government bureaus and agencies into the racket of free time, when they have a budget which is being spent either in other mediums or in the same medium on competitive stations. Next to the phrase, 'I can get it for you wholesale,' these agencies say 'I can get it for you free.'"

Purpose of an association of independents also would be to know what each pays for library service and to get the best possible terms from music licensing agencies, some of which, he charged, ask different fees for different stations. There would be no room in it for "music library salesmen or any other group of people whose business it is to sell."

Deploring the need of independents to buy equipment "at a retail store, the same as a retail dealer," Mr. Bartzoff said that by banding together they could buy materials at considerable savings.

Other advantages, he continued, would be a complete interchange of knowledge about union scales, without any jealousy, and not for the purpose of breaking any unions or disturbing any pleasant relationships, but because the complete story should be known to the manager or owner. The price that an independent pays for its service, transcriptions, music licenses should be available to all on an interchange basis. All P.I. deals and other forms of inquiry basis material should be screened and the financial status determined."

Engineering Aid

One of the greatest benefits, he predicted, would be in engineering where exchange of views on the efficiency and operation of equipment is vital. He referred to "unfair dealing of manufacturers of unfit equipment foisted on stations and the lack of desire on the part of the manufacturer to repair or refund such equipment" and said this point, too, would come under consideration.

Mr. Bartzoff also stressed the need for strong representation in the national field, "not necessarily by one firm of representatives, but

Mr. BARTZOFF

* * *

by a better understanding between some of the representatives and the stations. Where stations cannot secure proper representation because the bigger firms always represent network-owned or affiliated stations, this representation should be provided for them."

He said the FCC has been very fair to all stations on an impartial basis but that there are many services a station might need in connection with the FCC that could be provided at a much lower cost through the proposed association.

Commenting on "fusion," Mr. Bartzoff declared: "I believe there is room for one overall association

(Continued on page 35)

NAB NAMES HARDESTY

To Stations Post

JOHN F. HARDESTY was named Thursday by NAB General Manager William B. Ryan to fill the newly created post of director of the Station Relations Dept.

Mr. Hardesty joined NAB last July 31 as assistant to Robert K. Richards, director of the Public Affairs Dept. [BROADCASTING, July 17]. He succeeded James Dawson, resigned.

Mr. Hardesty

For some weeks Mr. Hardesty has been working closely with Messrs. Ryan and Richards in developing the current NAB membership campaign, a feature of the series of district meetings. In addition he has edited NAB's management letter and recently launched NAB's *Defense Bulletin*, a project set in motion by the board at its August emergency meeting.

First occupant of the station relations post, created early this year, was B. Walter Huffington, who died shortly after joining NAB [BROADCASTING, July 17]. A few weeks later NAB announced that Melvin E. Drake had been named to succeed Mr. Huffington [BROADCASTING, Sept. 18].

Mr. Drake accepted the position in Washington in mid-September, according to NAB, but did not take over the duties [CLOSED CIRCUIT, Oct. 2]. NAB headquarters issued no comment on the matter although it was stated unofficially at the NAB District 10 meeting in St. Paul last month that opposition to the appointment had been made in Twin Cities broadcasting circles. Mr. Drake told BROADCASTING a week ago by telephone that as far as he was concerned he still had a job. He formerly had been vice president and station manager of WDGY Minneapolis; had been active in NAB committee work, and is a past president of the Minnesota Assn. of Broadcasters.

Ryan Statement

Mr. Ryan, who plans to leave soon on a field trip, issued this statement about Mr. Hardesty's appointment:

"Naturally it is always a satisfaction to 'promote from within,' giving staff members who have proved themselves an opportunity for larger responsibilities. I think Jack Hardesty, whose work in broadcasting has been outstanding, will do much to close the gap between members and their association which always exists in an industry as large as radio and television.

"He intends to go on the road within two weeks to make his first direct calls on broadcasters. His duties will include, in addition to public appearances and sales promotion, advisory service to management on the desires of membership as reflected in his membership trips."

Mr. Hardesty is a native of Washington, entering radio in 1939 as a member of the guest relations staff of the old WJSV, now WTOP. He moved on to sales promotion, publicity and sales departments at WJSV. During World War II he served 20 months in Naval Intelligence on assignment to the Office of Censorship, and another 18 months with Task Force 126 in the European theatre.

In September 1946 Mr. Hardesty joined WOL Washington as an account executive and soon became director of sales promotion and publicity. He joined WOIC (TV) Washington in November 1948 as director of special events and advertising. He is a member of Radio Correspondent's Assn., Advertising Club of Washington and Berwyn Rod & Gun Club, is married, has two children, and lives in Silver Spring, Md., Washington suburb.

DEFENSE COMMUNICATIONS

Radio Role Outlined

ROLE of communications in the national civil defense program and certain "disadvantages" inherent in the use of broadcast stations were spelled out to state defense directors last week in a series of meetings with key planners of the National Security Resources Board.

NSRB Chairman W. Stuart Symington called the sessions to explore the role state directors will take in national defense planning as outlined in President Truman's comprehensive report issued last month [BROADCASTING, Sept. 25].

The master plan, which officially acknowledges communications as the "nerve system of civil defense," contemplates its two-fold function as (1) informing and educating the public in defense planning and operation and (2) warning and aiding the public in target areas.

But Robert R. Burton, civil defense communications director, last week raised some serious questions relating to certain "drawbacks" in potential use of commercial broadcast stations. NSRB hopes to issue some "firm instructions on the national level," he said, once it has adequately studied these issues involved:

- How to meet the problem of radio beams which could serve as a "guide or beacon" for enemy aircraft.
- Can FM and TV stations be used successfully as homing beacons?
- Would broadcast reports of air raid damage afford "considerable aid and comfort to the enemy?"

Acknowledging that radio stations are a "very valuable medium for informing the public," Mr. Burton noted that the exact location of every broadcasting station in "degrees, minutes, and seconds, latitude and longitude is well known throughout the world." He pointed out the information is distributed by the International Telecommunications Union in its "Bern List" showing nations' priorities for certain frequencies.

Study 'Homing' Problem

"Whether FM and TV can be used so successfully as 'homing beacons' is problematical," he said. "It is a subject to which considerable study is now being given."

The whole question of "radio silence" has long been a thorny one in top government communications circles.

Another "drawback" to radio stations, he felt, is that a broadcast report of air raid damage "could be of considerable aid and comfort to the enemy, unless such a report were very carefully drafted."

Mr. Burton reported also that a committee is studying what amateur frequencies and facilities might be made available for civil defense use.

Mr. Burton, who transferred over from the State Dept. where he was assistant chief on high frequency problems, urged state directors to obtain the services of at least one communications specialist on the state level and then recommend that "every target city in your state" place another on the civil defense staff.

On the national level, he said, the government must "work out some firm instructions on the possible usage of broadcasting stations before, during, or after air raids."

The CD communications chief, who served with OCD in 1943, was one of several NSRB officials who addressed 34 state directors in sessions held in Washington last Monday and Tuesday. Directors west of the Mississippi and from eastern states attended separate sessions. Top women organizations convened Wednesday. And the U. S. Conference on Mayors followed with two-day meetings Thursday and Friday.

Critical Area Maps

Defense planning was projected further to the state level by the NSRB Civil Defense Office, which sent out maps showing critical target areas in the U. S. subject to possible air attack. Three types of areas are shown: industrial, metropolitan, and a combination of the two. Suggested areas of mutual aid and mobile support also were indicated.

State directors were informed that a Civil Defense Administration would be set up on an interim basis by Presidential directive until such time as Congress approves necessary legislation. Who would head the agency was not known last Thursday, but it was learned that the Chief Executive has compiled a list of nine candidates.

James J. Wadsworth has been serving as acting CD director since Paul Larsen resigned, but is not expected to head up the post. Gov. Roy J. Turner of Oklahoma, whose term expires in January, has been reported as a possible choice.

One highlight of the directors' meeting with NSRB officials, aside from resolutions which they adopted calling for "more specific information from government," dealt with elimination by the Air Force of one of its three warning signals. They protested that they had not been consulted previously before the service dropped the "blue warning," which would be used to notify the public of impending raids within 15 minutes' time.

'Coded' Signals

The signals are part of the proposed Civil Air Raid Warning System of the U. S. Air Force entailing use of broadcast facilities for transmission of the "yellow" or confidential alert to key civil defense directors. Proposed plan under consideration involves utilization of so-called "coded" or subaudible frequencies for messages which even station engineers would be unable to detect.

It is the first alert, one of the two now retained by the Air Force, and would tip off the probable zone of the attacking force. The final or "red" signal would entail enforcement of all civil defense procedures and would indicate an attack in short order.

The Air Force, in explaining elimination of the signal, said the present warning system is provisional, and "it is desired to give the public timely warning within the capabilities of the present radar system and the means of disseminating the warning through existing communications."

The statement added that high-speed aircraft and the limitations of the present radar and communications setups made it necessary to "alert large areas with a first warning, then small areas with a final warning. It may not be possible for the Air Force to give graduated or selective warnings."

Mr. Symington told the womens' groups that America is in "far greater danger than at any time in its history," and that "if we are hit, our ability to fight back will depend on whether we have built up adequate civilian defense." Need for women volunteers in communications and other fields was stressed.

The master plan for communications covers authority for states to enter mutual aid agreements; establishment of communications centers; creation of "secondary" channels of communication between federal, state, regional or local civil defense centers; loyalty oaths from all CD personnel; aid to states; seizure of all facilities by state governors; appointment of directors on the state level with responsibility for planning and coordination of communications; and procurement of centers and equipment for operation.

IT'S anchors aweigh for this group who were guests of Tom Harker, national sales representative of The Fort Industry Co. stations, on the yacht *Verlaine*, owned by George Storer, Fort Industry president. Occasion also marked Linnea Nelson's 23rd anniversary with J. Walter Thompson Co. The group includes (l to r): Front, William Dix, Katz Agency; "Commodore" Harker, host; Linnea Nelson, Jayne Smathers, Betty Jane Pratt, Dorothy Johnson; in rear, Mrs. William Dix, Mario Kircher, James Luce, William Thomas and Willam Wren, all of J. Walter Thompson.

GUNTHER SPORTS

Bullets Set; Caps Stymied

LINEUP for radio-TV coverage of Baltimore Bullets basketball games under sponsorship of Gunther Brewing Co., Baltimore, was set last week through Ruthrauff & Ryan, that city, but arrangements for similar rights to Washington Caps games still hung in the balance.

A 30-game home schedule of the Bullets will be carried on radio by WITH Baltimore with Bill Dyer handling the description, while WAAM (TV) Baltimore is slated to handle the telecasts with commentary by Chuck Thompson. WMAR-TV Baltimore handled video coverage last year. National Basketball Assn. contests get underway Nov. 1.

Meanwhile Gunther Brewing Co., which has surged to the front ranks in the field of radio-TV sports sponsorship, faced the possibility of having purchased AM-TV rights in the nation's capital, with dim prospect of any video station actually contracting to carry the games. Prime obstacle, officials of the agency, station and sports circles conceded last week, is that of clearance by Washington TV stations because of network and local commercial commitments [TELECASTING, Sept. 11].

WWDC Washington, which aired the games last year, is set to carry AM coverage for the 1950-51 season.

PROBE TALENT STATUS

Industry Agrees

RESOLUTION setting forth objectives, and a committee to probe the "controversial personalities" problem in an effort to reach them, was voted by an all-industry conference called by the American Federation of Radio Artists, following two meetings in New York. The action was taken by voice vote after seven hours of discussion in the meetings.

The prospective committee will have a double goal—"to assure full security" against Communists or their sympathizers, and "at the same time preserve individual liberties."

Although members of the committee have not been announced, it will probably include representatives of the AAAA, AFRA, TVA, ANA, NAB and the networks.

Text of the announcement:

In view of the contributions of the broadcasting industry to the maintenance of the principles of Americanism, it is clearly evident that we are and have been alert to the threat of Communism to the peace of the world, and we are aware of the danger which could result from infiltration by Communists and Communistic sympathizers in the various branches of American industry and means of mass communication including broadcasting.

In difficult times like the present, it is especially important that a course be maintained which will assure full security and at the same time preserve individual liberties. It is of paramount importance to avoid enabling Communists or Communistic sympathizers to control or influence any of the processes of mass communication, including specifically radio and television. At the same time we believe that each case in which an individual's loyalty is questioned ought to be considered by the employer or prospective employer in the light of all the information available to him bearing on the individual and on the charges.

A committee will be appointed to study ways and means of attaining these objectives, to report back and to make recommendations to the full conference.

Meanwhile the New York local of AFRA last week voted to ask for the reinstatement of Jean Muir to the cast of *The Aldrich Family*, a television show sponsored by General Foods Corp., from which she was dropped following protests based on her *Red Channels* listing. A General Foods spokesman said that no reconsideration of Miss Muir's case could be expected until after the all-industry conference had found a solution to the general problem.

FCC Actions

SALE of KODY North Platte, Neb., for $98,000 by WOW Omaha to group headed by John Alexander, KODY manager since 1943, reported in transfer application filed with FCC last week. Initial decisions to grant new AM stations at Modesto, Calif., Waycross, Ga., and Aberdeen, Miss., announced by Commission. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 80 and FCC Roundup beginning on page 87.

UN COVERAGE

More Programs Added

WITH the swelling of interest in international affairs, United Nations radio coverage has extended both nationally and world-wide as evidenced by the inauguration of a series, *Spotlight on the UN*, over the Liberty Broadcasting System's newly-opened nationwide network, and the new five language General Assembly broadcasts to be beamed over the world through BBC, Voice of America and Radio Diffusion Francaise.

The *Spotlight on the UN* will feature a UN news summary, interviews with prominent guests and direct broadcasts from UN meetings, and will be aired, Mon.-Fri., 6-6:15 p.m. over LBS.

The General Assembly debates, to be broadcast in English and French, will be sent directly from New York while those in Russian are to be relayed from Paris. Latin American listeners will receive the meetings directly from New York in Spanish but the Pacific area broadcasts will be re-transmitted from Singapore in Chinese. Other English broadcasts, in addition to the New York area, which is covered by WNYC New York municipal station, are those carried throughout the U. S. on FM network stations.

As the result of a 60-day tour throughout the U. S. by Mrs. Dorothy Lewis, UN station relations director, who contacted 203 stations in 59 cities, the radio coverage of the UN will be upped approximately 25 to 30%.

Weekly and daily programs to be presented over some 1,500 stations, including all five networks and 450 independents, will be the new Liberty Network series, *Memo From Lake Success;* NBC-UN documentaries; *UN Story, UN Is My Beat, UN Today* and *UN in Action.*

Mrs. Lewis spoke before approximately 500 broadcasters during her tour, with the main purpose to ascertain their reactions to the UN radio programs.

ANNOUNCERS

AFRA Seeks 15% Raise From Networks

NETWORK negotiations with American Federation of Radio Artists for staff announcers, commercial, sustaining, and transcription codes, began last week with a union demand for a general wage increase of about 15%.

AFRA brought up staff announcer demands first, contrary to its past procedure, and asked for an increase of more than 10% in base pay; standardization of contracts in New York, Chicago, Los Angeles and San Francisco; and elimination of clauses pertaining to recapture from any commercial fees received of an announcer's salary and restricting his off-time live or transcription appearances.

First hitch is understood to have arisen over question of whether negotiations for all four cities will take place in New York. The union, which has negotiated on a local level, charges that network representatives in other cities lack adequate authority to negotiate. Networks say their representatives do have such power.

Existing contracts, which expire Oct. 31, were signed in April 1948. The only increase over 1946 contract provisions agreed to at that time was a 7½% increase in base pay, and a 5% increase in minimum scale, for staff announcers. A clause in the 1946 contract providing for renegotiation if the living cost index rose over 10%, was the basis of the negotiations at that time.

NTELS PROGRAM

Attendance Seen High

ATTENDANCE at the third annual National Television and Electrical Living Show in Chicago, sponsored as a 25th anniversary feature by the Electric Assn., is expected to surpass the 150,000 paid admissions last year, show officials estimated late last week as the 10-day exhibition neared a close.

The event in Chicago's Coliseum opened Sept. 30 with 60 paid exhibitors showing electric appliances —including some 300 operating video receivers—to the public. For $1, Chicagoans were admitted to the Coliseum and its blocks of electrical displays, as well as to the stage show in an adjacent arena.

Jack Carson, radio star, and Actress Marie (The Body) McDonald headlined an hour-long show with the Honey Brothers, Yvette, Tommy Welles and Lou Breese and his orchestra. Stage shows were presented three times daily, four times on Saturday and Sunday.

The Electric Assn. is comprised of 600 electrical appliance firms in the Chicago area. Other electrical items were exhibited also.

WEST CONFIRMED

Heads NBC Western Division

JOHN K. WEST, vice president and director of public relations of the RCA Victor Division of RCA, was confirmed by the NBC board of directors last Friday to succeed Sydney N. Strotz as vice president of the network's Western Division [BROADCASTING, Oct. 2]. Mr. Strotz, an NBC veteran, has resigned. Mr. West will assume his new duties in Hollywood Nov. 1.

Meanwhile, Charles M. Odorizzi, vice president in charge of service for the RCA Victor Division, has been elected operating vice president of RCA Victor Division, according to an announcement Friday by Walter A. Buck, vice president and general manager of the division. Simultaneously he announced the election of Edward M. Tuft, director of personnel, as vice president and director of the personnel department for the division. Mr. Odorizzi continues as chairman of the board of the RCA Service Co.

Mr. West joined RCA Victor in 1930, serving as district manager at various locations including Philadelphia, Pittsburgh, New York, Cleveland and San Francisco, until 1933 when he managed the RCA exhibit at the Chicago World's Fair. Later he managed the Victor visual sound products department and in 1942 became manager of field sales. During World War II Mr. West served in the RCA Victor war contract service department and in June 1945 became director of public relations. He was elected vice president in charge of public relations in 1947 and vice president and director of public relations a few months ago.

Mr. Strotz, who had been with NBC for 18 years and the last eight as chief of the Western Division, resigned to devote his time to other business interests.

Mr. Odorizzi joined RCA in 1949 as administrative head of the service activities for the RCA Victor Division. Previously he was vice president and general manager of the mail order division of Montgomery Ward & Co.

Mr. Tuft joined RCA in 1930 as inspector in the Harrison, N. J., tube factory, becoming manager of the tube rating and testing laboratory. Three years later he was appointed assistant personnel manager of the Harrison plant and named personnel manager in 1941. He was appointed director of personnel for RCA Victor Division in 1947.

The board also announced the election of Ronello B. Lewis, budget director of RCA since September 1949, as RCA controller. He succeeds Henry Sullivan, controller since 1929, who retires due to ill health.

'RED CHANNELS'

Topic at N. Y. REC Meet

THE BOOK, *Red Channels*, listing persons in radio and television alleged to have been associated with Communism or Communist front causes, will be discussed at the Oct. 19 meeting of the New York Radio Executives Club, Robert Saudek, ABC vice president and club president, announced last Thursday.

Two speakers will talk about *Red Channels*. They are Ted Kirkpatrick, managing editor of *Counterattack*, publisher of the controversial book, and another not yet chosen.

Mr. Saudek also announced the composition of the club's advisory council and committee chairmen for the new season. The advisory council includes:

Fen K. Doscher, president, Sales Executives Club; R. C. Sprague, president, Radio-TV Mfrs. Assn.; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Frank M. Head, president, Advertising Club; Frank Mullen, president, Radio Pioneers; Justin Miller, NAB president; Paul B. West, president, Assn. of National Advertisers; T. S. Repplier, president, The Advertising Council Inc.; Dorothy Lewis, coordinator, U. S. Stations Relations, United Nations Radio; Lewis H. Avery, president, National Assn. of Radio Station Representatives.

Robert E. Kintner, ABC president; Frank Stanton, CBS president; Joseph H. McConnell, NBC president; Frank K. White, MBS president; Cmdr. Mortimer W. Loewi, director, DuMont TV Network; Frank M. Flynn, president, WPIX; Bernice Judis, executive vice president, WNEW; Nathan Straus, president, WMCA; Seymour Siegel, director, WNYC; Wayne Coy, FCC chairman; Helen Berg, president, Advertising Women of New York Inc.

Committee chairmen are: Consultation—John J. Karol, director of sales, CBS; Carl Haverlin, president, Broadcast Music Inc.; Finance—A. U. Braunfeld, Braunfeld & Simons; House—John W. Pacey, ABC; Door—Lionel Colton, station representative; Publications—M. H. Shapiro, public relations director, BMI; Laws and By-Laws—Norah K. Donovan, radio-TV attorney; Membership—Carlos Franco, Kudner Agency; Publicity—David O. Alber, president, David O. Alber Assoc.; Attendance—Larry Stevens, public relations counsel.

Gander Visits WGAY

L. MARSLAND GANDER, radio editor of the London *Daily Telegraph*, author and former war correspondent, is in the United States doing a series of articles on radio and television. Following in the footsteps of the members of the British commission subcommittee which has been studying broadcasting in the United States [BROADCASTING, Sept. 18], Mr. Gander visited WGAY Silver Spring, Md., on Tuesday and interviewed General Manager Joseph L. Brechner. Mr. Gander left Washington Wednesday for Toronto, where he will study Canadian radio.

NEGOTIATING for Sinclair Refining Co.'s Northwestern U. broadcasts over WNMP Evanston, Ill., (l to r): Angus D. Pfaff, WNMP general manager; H. L. Lussow, Sinclair's Chicago area manager, Fred S. Newton, station's president.

September Box Score

STATUS of broadcast station authorizations and applications at FCC as of September 30 follows:

	AM	FM	TV
Total authorized	2,325	716	109
Total on the air	2,189	678	106
Licensed (All on air)	2,151	511	52
Construction permits	174	204	57
Conditional grants		1*	
Total applications pending	1,071	159	408
Requests for new stations	275	10	356
Requests to change existing facilities	247	26	20
Deletion of licensed stations in September	1	3	
Deletion of construction permits	2	1	
Deletion of conditional grants			

* On the air

PULASKI AFFAIR

WLIB Rejects ACA Demand

WLIB New York rejected a demand by the American Communications Assn., which represents technicians at the station, to cancel a broadcast of a Pulaski Day parade in New York Oct. 1 because of the scheduled appearance of the one-time police general, Wladyslaw Anders.

The ACA, a union recently ousted from the CIO for alleged Communist influence, asserted in a wire to the management of WLIB that Gen. Anders had a "bloody history" and had been the leader of "an army which was ejected from Palestine because of programs against the Jewish people."

Harry Novik, WLIB general manager, rejected the union request on the grounds that Gen. Anders was appearing coincidentally with New York political leaders, including Gov. Thomas E. Dewey, and that the decision as to what personalities would appear on the broadcast was up to the WLIB management, not anyone else.

COAST BANK

Cites Heavy Radio-TV Use

CONSISTENT use of heavy advertising campaigns, in which radio and television played a major part, has been instrumental in Coast Federal Savings & Loan Assn., Los Angeles, reaching the $100 million mark in total resources, in the opinion of the firm president, Joe Crail, who recently issued a statement on the resources of the bank. Firm currently is utilizing spot announcements on all local radio and television stations.

"Coast Federal has always used large radio and newspaper campaigns, and within the past year or so has been equally emphatic in its use of television," Mr. Crail stated. "It is our belief that our tremendous growth can be traced in many respects to our faith in advertising." Lee Ringer Adv., Los Angeles, is Coast agency.

'SEOUL CITY SUE'

Tentatively Identified

A KOREAN professor, who was active in English-language propaganda programs, last week tentatively identified the now famous "Seoul City Sue" as the American wife of a Korean newspaperman. The professor, Lee In Soo, now in protective custody of American authorities, made the statement to U. S. intelligence officers.

The radio voice, which has beamed anti-American propaganda at UN troops, was identified as that of Mrs. Ann Wallace Suhr, in whose home officers found quantities of Communist propaganda. Mrs. Suhr lost her American citizenship in World War II, preferring to remain in Japan as a Japanese subject. American embassy authorities said they doubted that charges of treason against her could be substantiated in any court.

O. J. Brunkenhoefer

OSCAR J. BRUNKENHOEFER, 47, commercial manager of KBWD Brownwood, Tex., died Sept. 27 at his home after a heart attack. He was a former field representative of Texas Service Stations Associated. Surviving are his widow, his mother and a brother.

Cott Honored

TED COTT, general manager of WNBC and WNBT (TV) New York and chairman of the consultant committee of the French Broadcasting System, has been granted the Legion of Honor by the French Government for his contribution to friendly relations between France and the U. S.

WJAS Pittsburgh presented citation by U. S. Army and Air Force for programming, on sustained basis, of *Music Time*, Fri., 8:15-8:30 a.m. Show has been aired since World War II.

CLEVELAND Browns sponsorship on WMOA Marietta, Ohio, is taken by Beagle Drug Co., that city. L to r: H. H. Oliver, Beagle's vice president-secretary; Hugh M. P. Higgins, WMOA general manager (now BAB director); Omar L. Smithberger, Beagle's president-treasurer.

NEW RCA UNIT

To Meet Military Needs

A NEW Government Service Division to keep pace with increased requirements of the military services and handle a stepped up program involving technical personnel and facilities was formed last week by RCA.

P. B. Reed, formerly sales manager of the industrial equipment section, RCA Engineering Products Dept., was appointed vice president in charge of the new division.

According to RCA, the new unit will be a clearing house to expedite and coordinate its speeded up program to meet government agency requirements for technical personnel, and installation and servicing of all types and makes of electronic equipment. Included in the program is the company's service shop, equipped to test and repair equipment. Under the present emergency defense program, the facility is providing contract service to the armed forces in an overall project to modernize World War II radio and electronic equipment, RCA revealed.

Reach New High

C. M. Orodizzi, vice president in charge of service for RCA Victor, also disclosed that the firm has more technicians and engineers in the field on government servicing than it had during the peak of World War II activities. The majority of these technicians already are overseas, he said.

In addition, Mr. Orodizzi pointed out, the new GSD will need more trained manpower "to keep pace with government demands for electronic specialists." Most urgent need, he said, is for electronic maintenance and service engineers with 10 years general experience and at least three years experience on radar or communications equipment. RCA, he said, is allocating additional space at its Gloucester, N. J., service headquarters as a location for training new technicians.

NBC Names Gross

WALTER W. GROSS last week was appointed NBC manager of television network sales, Detroit, for the Michigan and Ohio areas. Mr. Gross has been manager of radio and television for the J. Walter Thompson Co., Detroit, and earlier headed its Kansas City office. He also has been with Maxon Inc., New York, as an account executive; and with the Oldsmobile division of General Motors Corp.

upcoming

NAB District Meetings

Oct. 9-10: Dist. 1, Somerset Hotel, Boston.
Oct. 12-13: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.
Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.
Nov. 9-10: Dist. 5; Ansley Hotel, Atlanta.

Oct. 8-11: AAAA Pacific Council meeting, Hotel del Coronado, Coronado, Calif.
Oct. 9-March 19: Advertising & Selling Course, Advertising Club of New York, New York.
Oct. 16: NAB Economic Conference, Waldorf-Astoria Hotel, New York.
Oct. 16-18: Assn. of Independent Metropolitan Stations, Lennox Hotel, St. Louis.
Oct. 16-20: Society of Motion Picture and Television Engineers annual convention, Lake Placid Club, Lake Placid, N. Y.
Oct. 18-19: Kentucky Broadcasters Assn., Chesmotel Lodge, Hopkinsville, Ky.
Oct. 18-21: NBC Annual Affiliates' Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
Oct. 22-24: 10th District convention, Advertising Federation of America, Amarillo, Tex.
Oct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.
Oct. 26-28: Audio Engineering Society Audio Fair, Hotel New Yorker, New York.
Oct. 29-31: National Assn. of Educational Broadcasters Convention, U. of Kentucky, Lexington.
Oct.29-Nov. 4: National Radio & Television Week.
Oct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.
Oct. 31-Nov. 1: AAAA Eastern Conference, Roosevelt Hotel, New York.
Nov. 3-4: Institute of Radio Engineers Kansas City Section, second annual Regional Papers Conference, President Hotel, Kansas City, Mo.
Nov. 9-10: Ohio Assn. of Broadcasters meeting, Columbus.
Nov. 10: Michigan AP Broadcasters Assn. meeting, Lansing.
Nov. 10-11: Michigan Assn. of Broadcasters, Hotel Olds, Lansing.
Nov. 15: House Ways & Means Committee Hearing on Excess Profits Tax, New House Office Bldg., Washington.
Nov. 16: AAAA Michigan council meeting, Hotel Statler, Detroit.
Nov. 16-18: National Assn. of Radio News Directors Convention, Hotel Sherman, Chicago.
Nov. 27: Congress resumes.

AWB REFERENDUM

Fills Board Vacancies

FIVE vacancies on the board of the Assn. of Women Broadcasters, NAB's feminine wing, have been filed by mail referendum among the remaining 12 district chairmen, according to Betty Doolittle, NAB women's director.

Newly elected to the AWB board are Dorothy Fuller, WBET Brockton, Mass., District 1; Betty McCall, WCAO Baltimore, District 3; Bess Wright, WKMH Dearborn, Mich., District 8; Frances McClanahan, KBOR Brownsville, Tex., District 13; Izetta Jewel, KCBQ San Diego, District 16. Districts correspond to NAB's area bracketing.

WIBK APPEAL

U. S. Court of Appeals Gets Brief

WIBK Knoxville, Tenn., in a brief supporting its appeal before the U. S. Court of Appeals for the District of Columbia, has charged FCC with unlawfully and unjustly denying the station a license to cover its construction permit—a ruling tantamount to deletion. WIBK further contended FCC's decision violated the First and Fifth Amendments of the Constitution.

Meanwhile, FCC has granted WIBK further extension of temporary authority to operate until Dec. 29, provided the station may request further extension upon showing it is proceeding diligently with its court appeal. Assigned 1 kw daytime on 800 kc, WIBK is owned by Independent Broadcasting Co.

FCC denied a license to WIBK, as well as a permit for a new Class B FM outlet, on grounds that Rev. J. Harold Smith had misrepresented his affairs to FCC and was personally unqualified to be a broadcast licensee [BROADCASTING, Aug. 15, 1949; June 5]. The Fundamentalist preacher is one-third owner of Independent Broadcasting. The case is believed to be the first in which FCC has refused to license a station after granting it a construction permit.

Violated Own Rules

WIBK charged FCC violated its own rules as well as the Administrative Procedure Act in denying license. The brief explained the FCC proceeding was one of divestiture and hence could be handled only through lawful revocation proceedings. FCC erred in denying the license since no new facts came to its attention subsequent to the granting of the permit, as evidenced by FCC's own correspondence and the trade press, WIBK explained.

The station attacked as unjust FCC's findings that Rev. Smith failed to disclose in the WIBK applications his "business interests" in the Radio Bible Hour, Southern Bible Institute and the *Carolina Watchman* as well as his program interest in XERF Villa Acuna, Mexico, the latter which FCC considered an "ownership" interest because of the monetary investment involved. WIBK said Rev. Smith is a bona fide minister and his religious work cannot be termed "business" in the usual sense.

"In addition, the Commission's use of the religious activities of appellant's stockholder, Reverend Smith, as a basis for finding the latter disqualified, when these activities were neither illegal nor improper and were not broadcast over the radio, is in violation of the First Amendment," the brief declared. It continued, "A Commission decision denying one sect the use of a government privilege because of its religious activities is in effect a law penalizing that group for its beliefs. It also denies that group freedom of speech and the press and the right to peaceably assemble."

"The Commission erred," the brief continued, "in failing to find that the various activities of Reverend Smith were illegal, immoral or improper, and then basing a conclusion of disqualification thereon . . . The Commission cannot set up an arbitrary standard of behavior and require applicants to abide thereby. In addition, legal activities of a private individual are not evidence that the same activities will be repeated as a radio licensee, in which capacity they might be illegal or improper." WIBK noted FCC had found its actual programming to be meritorious.

Testimony Hit

WIBK charged FCC for "accepting as true the testimony of a Commission witness . . . By quoting it in the Final Decision, the Commission has made it material, and failure to allow appellant an opportunity to refute this testimony violates the Fifth Amendment. The additional failure to allow cross-examination of a Commission witness on a material issue also violates the same Amendment."

WIBK contended FCC also erred in failing to consider the qualifications of other stockholders and considering only that prejudicial to one, Rev. Smith. The brief was prepared by Harold E. Mott, Robert L. Heald and Edward F. Kenehan of the Washington radio law firm of Welch, Mott & Morgan.

RWG PACT

Oct. 31 Strike Possible

POSSIBILITY of a Radio Writers Guild strike against NBC, CBS and ABC appeared last week when the RWG voted a resolution empowering its negotiating committee to call a strike Oct. 31, when the present contract expires, unless a new agreement with the networks is reached by that time.

About 55 staff writers of continuity and news of the three networks are involved.

An RWG spokesman said the action was taken because of a feeling that the networks had been dilatory, perhaps unintentionally, in replying to proposals of the union for wage increases necessitated by increased living costs since the existing contract was signed in 1944. He said it was generally agreed that a conservative figure for increased living costs was 34%, whereas writers had received only a 12% increase in minimums. Details of the union demands were not available, and the networks have made no public comment.

RADIO PROPAGATION building being constructed at Ottawa for Dept. of Transport and National Research Council. Cost of building placed at $400,000.

VOTING SPOTS

Labor League's Disc Offer

SPOT announcements featuring celebrities in pleas to citizens to turn out and vote have been offered to New York stations by Morris S. Novik, radio consultant.

The spots were made by Dinah Shore, Frank Sinatra, Henry Fonda, William Holden, Ruth Hussey and others at the request of Labor's League for Political Education, but they are nonpartisan appeals confined to urging the public to vote.

In a letter to stations in New York State, Mr. Novik said he would provide transcriptions to any that wanted them. "This is one kind of appeal I am sure we all want to latch on to," wrote Mr. Novik.

HAIST NAMED

Heads GE Sales District

GENERAL ELECTRIC Co. has appointed Charles T. Haist Jr. a district sales manager for radio broadcast equipment, according to Paul L. Chamberlain, manager of sales for the commercial equipment division in Syracuse, N. Y.

Mr. Haist

Mr. Haist, who is with GE's electronics department in San Francisco, will have as his territory northern California, Washington, Oregon, Idaho, Montana, Wyoming, Nevada and the Hawaiian Islands, with headquarters at 235 Montgomery St., San Francisco. He also will continue as sales representative for the company's marine and aviation electronic products.

WFIL MANUAL

Issued As Educators' Service

WFIL STUDIO SCHOOLHOUSE TEACHER'S MANUAL 1950-1951. Distributed by WFIL Philadelphia. 160 pp.

THIS unique manual is being distributed by WFIL Philadelphia as a service to educators in the area's public, private and parochial schools.

The manual, with a total printing of 10,000 copies, is for use in connection with WFIL's *Studio Schoolhouse* programs and is sponsored jointly by RCA Victor and the station. Distribution of the manuals also has been made to educators in 40 of the 48 states.

Hartwig Joins K&E

HELEN HARTWIG, who had been with Ruthrauff & Ryan, New York, for the past eight years, joins Kenyon & Eckhardt, same city, as radio and television timebuyer [CLOSED CIRCUIT, Oct. 2]. Before her association with R&R, Miss Hartwig was with Benton & Bowles and Morse International.

KMPC CASE

Deadline Set in L.A. Phase

END of the Los Angeles phase of FCC's hearing on the news policies of G. A. (Dick) Richards was sighted last week, when Oct. 11 was set as date for completion of the case for the station owner, with the FCC staff to follow with two days of rebuttal.

Hearing on Mr. Richards' proposal to set up a trusteeship to control his three stations—KMPC Los Angeles, WGAR Cleveland, and WJR Detroit, whose license renewals are at stake in the proceeding — is tentatively scheduled to commence Oct. 15 in Detroit.

Further sessions in the hearing, which has been in progress before FCC Examiner James D. Cunningham in Los Angeles since mid-June, may also be held in Cleveland and Washington. It is based on charges that Mr. Richards ordered newsmen to slant news broadcasts according to his personal beliefs.

The Richards stations' handling of news about the hearing itself was the object of cross-examination by FCC counsel, who made it obvious they wanted to see whether "fair and impartial" treatment had been given both sides of the case. FCC attorneys, headed by General Counsel Benedict P. Cottone, plan to microfilm WJR and WGAR newscripts from Feb. 1 to the present, for later phases of the hearing.

The parade of witnesses in behalf of KMPC and its owner continued, including Motion Picture Director Cecil B. DeMille, one-time *Lux Radio Theatre* narrator, who testified Wednesday as a volunteer witness that he was "incensed" when he read of the charges against Mr. Richards.

Mr. DeMille said the station owner is a "courageous and fair man," who, he felt, would not indulge in "untruthfulness and unfairness." He considered it "perfectly right for a radio station to favor one viewpoint over another," and said he had heard both sides of controversial issues presented on KMPC but had never heard anything "un-American or detrimental to constitutional principles."

He said he made two talks on KMPC on "Right of Individuals to Work"—in connection with the controversy which arose when AFRA dismissed him from membership for refusing to pay a $1 union assessment in 1944—but did not know whether time was made available to the "other side." Examiner Cunningham indicated he would consider Mr. Cottone's request for a subpena for the DeMille scripts to see whether they were controversial.

Less enthusiastic were three of five rabbis who testified that they participated in a *Prayer for Peace* series on KMPC. Rabbis Leon W. Rosenberg, I. S. Ravetch, and Bert Woythaler said they were invited several times to appear on the program before they accepted, and cross-examination indicated their invitations came after the charges against Mr. Richards arose in March 1948.

Reluctant to Appear

Rabbi Ravetch, under questioning by FCC counsel, said that for four or five years he had heard reports that KMPC was anti-semitic and anti-Democratic, and that this was the reason he was reluctant to appear on the *Prayer for Peace* program. He said he had tried to avoid testifying, and that "in no way does my appearance here constitute approval of the station."

Rabbi Joel L. DeKoven, however, testified he had not encountered anti-semitism at the station. He said he took the initiative in requesting broadcast time after arriving in Los Angeles in the fall of 1948 and appeared on KMPC several times, being treated "with respect and dignity." Rabbi Max J. Merritt, executive director of the Southern California Branch of the American Jewish League Against Communism, said he appeared on KMPC five times.

Joseph J. Cummings, publisher of *B'nai B'rith Messenger*, said he had heard no criticism of either Mr. Richards or KMPC prior to March 1948. When Mr. Cottone called attention to testimony of FCC witnesses and to anti-semitic documents attributed to Mr. Richards, the publisher said: "If these things were true I wouldn't have as good an opinion as I now have of the station. I would not consider its reputation good. I would accuse Mr. Richards of harboring anti-semitic feelings."

Favors Hearing

Harry Myers, managing director of events for Los Angeles County Council of the American Legion, testified that Legionnaires and Kiwanis Club members "decried efforts of the FCC not to allow the license" of KMPC. Under cross-examination he said that in the light of testimony he had heard "this morning," he thought the hearing should continue.

Several KMPC newsmen testified they had never been instructed about special treatment of news. One, Bob Kelley, charged that FCC investigators "twisted my arm"—not physically, but by asking "leading questions"—to get evidence unfavorable to the station.

KMPC News Editor James A. McCulla said he was assigned responsibility for news coverage of the FCC hearing and that no restrictions were imposed on him, no matter how unfavorable the news might be. He was given the assignment, he said, because Mr. Richards didn't feel KMPC had been giving the hearing sufficient coverage.

Mr. Cottone asked him to produce copies of newscripts and wire copy relating to the hearing and also to check KMPC recordings of newscasts.

Other witnesses testifying for KMPC and Mr. Richards:

Ben Koepke, Los Angeles Area Rent Control Administrator; Father Cornelius J. McCly of Blessed Sacrament Church; Chase W. Traweek, Southern California area general manager for Firestone Tire & Rubber Co. and with Mr. Richards, co-owner of a cattle ranch; Henry M. Bateman of Bateman, Eichler & Co., stock brokers; Robert I. Diller, public relations director, Welfare Federation of Los Angeles; Fred Nason, president of Beverly Hills Transfer & Storage Co.; James Bishop of Bishop & Assoc., public relations firm;

Monsignor Anthony J. Brouwers, director of the Society for the Propagation of Faith, Los Angeles Archdiocese; Joseph Taylor, KMPC custodian; Bill Hay, former announcer on "Amos 'n' Andy" show; Maurie Luxford, sportswear manufacturer and sportsman; Tom Frandsen, KMPC sales manager and former newscaster; Richard B. Borland, former commander, Los Angeles County Council of American Legion; Col. Frank E. Benedict, business consultant; John V. Forsyth, former KMPC newscaster; Gene Mann, managing director, Greek Theatre Productions;

Willis R. Harpel and William R. Ewing, KMPC announcer-newscasters; Herbert F. Wixson, head of a program packaging and syndicate service, who was assistant general manager and sales manager of KMPC for six years ending in December 1948; Col. James O. Brauer, director of the 11th Marine Corps District; Father Patrick J. Roche, assistant superintendent of Catholic Schools in Los Angeles; Robert A. Campbell, KMGM (FM) Los Angeles announcer, formerly with KMPC; Joe Micciche, Los Angeles County radio coordinator; Bill Lopez, superintendent of athletics, Los Angeles Senior High Schools.

'INSIDE' OIL

KVOO Airs Industry Story

A TWICE-WEEKLY semi-documentary program dramatizing the "inside" story of the oil industry currently is being aired by KVOO Tulsa, Okla., as a public service feature of vital national importance, the station reports.

The series, titled *Wheels of Oil*, also has given Gov. Roy J. Turner of Oklahoma, who qualifies as oilman, cattleman and song composer, an opportunity to turn actor. He portrayed himself in a narrative dealing with conservation and the Interstate Oil Compact Commission, of which he is chairman.

Aired Tuesday and Thursday at 6:30 p.m., the program is narrated by John Henry with Organist Bill Simon furnishing background music. Series was written by Ruth Sheldon Knowles, petroleum specialist and nationally known oil writer, and employs a cast of competent actors.

Principals in the KVOO oil series, (l to r) Mrs. Knowles, Gov. Turner and Mr. Henry, convene in the studios before the public service program goes on the air.

AM GRANTS

Three Recommended by FCC

GRANTS for new AM stations in Waycross, Ga.; Aberdeen, Miss., and Modesto, Calif., are recommended in initial decisions reported last week by FCC. Initial ruling to deny as in default application for a new outlet at Freeport, Tex., also was issued.

Hearing Examiner Jack P. Blume proposed to grant the application of Teletronics Inc. for 1 kw daytime on 570 kc at Waycross while Examiner Fanney N. Litvin proposed to grant the bid of Prairie Broadcasting Co. for 250 w fulltime on 1240 kc at Aberdeen and Examiner Leo Resnick proposed to grant the application of Stanislaus County Broadcasters for 1 kw fulltime on 970 kc directional at Modesto. Examiner Blume also proposed to deny in default the application of Brazoria County Broadcasting Co. for 250 w daytime on 1460 kc at Freeport.

Teletronics Inc. is 99% owned by Mrs. Virginia Price Bowen, Sea Island, Ga., who is president. Her daughter, Mrs. Virginia Bowen Holm, New Orleans, is vice president. Thelma V. Franklin, secretary of Dixie Brokerage Co., Atlanta, part-owned by Mrs. Bowen, is secretary-treasurer. Proposed manager is John R. Bartlett, licensee of WKMA Quitman.

Prairie Broadcasting is a partnership of Grady Imes, Ben F. Hilbun, T. A. Richardson and Joe Phillips.

Stanislaus County Broadcasters is equally owned by Ralph M. Brown, state assemblyman and attorney; Cecil Lynch, grape farmer, one-time program director of KTRB Modesto; G. A. M. Lynch, dairyman and farmer; and Harold Bowen, farmer.

Gartland, Reilly Named

WILLIAM C. GARTLAND, western field representative, and William F. Reilly, central field representative, have been named Western and Central Division managers of Thesaurus and Syndicated Sales, RCA Recorded Program Service.

TULSA TROUPE at NAB District 12 meeting (seated, l to r): J. Burr Gibbons, Gibbons Adv. Agency, Tulsa; Maria Helen Alvarez, KOTV Tulsa; George Field, World Broadcasting System; Don Watts, Watts-Payne Adv. Agency, Tulsa. Standing, Walt Varnum, RCA-Victor; Robert Wilson, Wilson Adv. Agency, Tulsa; Clarke Brown, John Blair & Co., Dallas; Fred McCabe, United Press **(see story page 40).**

CAUGHT BY CAMERAMAN at NAB District 12 convention (seated, l to r): William B. Quarton, WMT Cedar Rapids, Ia., NAB District 10 director; John Esau, KTUL Tulsa, NAB director-at-large, medium stations; Ralph W. Hardy, NAB; Jack Todd, KAKE Wichita, NAB District 12 director; Harold Wheelahan, WSMB New Orleans, NAB District 6 director. Standing, Pete White, White Adv. Agency, Tulsa; Robert B. Jones Jr., KRMG Tulsa; Tom P. McDermott, Tulsa Chamber of Commerce; John Devine, Standard Radio; Ralph Wentworth, BMI.

SEVEN PARTICIPANTS at NAB District 12 session (seated, l to r): Bill Davies, RCA Program Service; Hale Bondurant, KFBI Wichita; Frank Webb, KFH Wichita. Standing, Lawson Taylor, KFMJ Tulsa; Dick Campbell, KOME Tulsa; Peter King, SESAC; J. J. Bernard, KOMA Oklahoma City.

OREGON FIRM

FTC Charges Deception

CHARGE that a Portland, Ore., firm engaged in deceptive practices to obtain information concerning delinquent debtors, utilizing representations involving a radio program, is contained in a complaint filed last Monday by Federal Trade Commission.

The complaint, directed at the Dispatch Forwarding System and Federal Deposit System, Portland, challenged use of a letter and post card promising free gifts and representing that the debtor had been awarded a prize by the sponsor of a radio program.

According to the complaint letters were sent out under the signature of "Thomas Webster, producer of the new program, *Surprise*, in Los Angeles, Chicago and Washington, D. C.," informing debtors they had won cash and merchandise prizes and asking them to return appropriate cards with proper addresses. Program was aired on KLAC Los Angeles, according to FTC.

The representations were "false" and the information acquired by these methods was obtained "solely" for the purpose of being used in collecting allegedly delinquent accounts for clients, the complaint charged. Trade names used by the corporation were "merely disguises" for the true nature of the business, it added.

RCA planning comprehensive exhibit at Mid-Century Exposition, Dallas, Oct. 7-22. Radio and TV equipment will be featured.

CIVIL DEFENSE

Clay Requests Radio Aid

GEN. LUCIUS D. CLAY, onetime military governor of Germany and now chairman of civil defense of the State of New York, called upon broadcasters last week to keep the public informed on measures being taken to minimize damage in the event of atomic attack.

Speaking at the New York Radio Executives Club's first 1950-51 season luncheon, Gen. Clay said that if an attack was made against the U. S., radio would be called upon to carry the principal burden of communications. In an atom bombing, he pointed out, telephone facilities would probably be destroyed.

"The radio industry of America has always devoted particular attention to matters of public interest," he said. Radio already has "been of substantial help in informing the public on the progress of civil defense," he pointed out.

MONOPOLY FEARS

Truman Warns Govt. Heads

TOP OFFICIALS of National Security Resources Board, the Cabinet and key defense agencies have been asked by President Truman to consult periodically with Attorney General J. Howard McGrath and Federal Trade Commission in pursuance of a broad program designed to guard against development of monopolies in the expanding defense effort.

In a letter to heads of the groups involved, Mr. Truman expressed concern lest partial mobilization without certain protective actions "expose the American economy" to the threat of economic concentration. He asked that the danger be minimized by eliminating all possible factors to "suppress competition unduly."

AM Independents

(Continued from page 29)

comprising all stations and manufacturers of radio equipment but the annual meeting should be devoted to the entire industry on a mass plane without discussions on how to sell time or how to sell sets, and similar items. NAB is an estimable group and could well be the nucleus of such an industry-wide association, as suggested by Sol Taishoff. But independents of the completely unaffiliated variety still need their own organization because they will never be able to get assistance in business, engineering, representation, better purchasing prices, or other matters through NAB. There, the entrance price is how much do you sell and how much dues can you pay?"

In contrast, he forecast, dues for the independent association he envisions and in which he seeks no office, need be no more than $1 a year. It would be organized on a regional basis, so democratically constituted that every station would be heard from.

The stage is set, Mr. Bartzoff said, and he called upon all broadcasters in his category to unite.

"The self-appointed prophet of doom," he predicted, "who goes around announcing the early fall of radio, could well be interrupted in his program if independents get together. Radio has to be sold to the public and to the advertising agency and client. It won't be done on an industry-wide basis because the network station has its story, the newspaper-owned station offers newspaper promotion and inducements. The independent is left completely to its own devices. There are some wealthy independents. Unless they unite, they too will be among the poorer relatives in short order."

Now with ABC

Mary Margaret

Starting today, Monday, October 9, Mary Margaret McBride will broadcast on WJZ—exclusively in the New York area. Her program remains the same: the warm, cordial, informal atmosphere . . . the celebrated guests . . . the wonderful grace and charm and enthusiasm that make Mary Margaret McBride the *First Lady of Radio.*

ATTENTION: ALL ABC STATIONS!

Soon—for the first time—the Mary Margaret McBride show will be available for LOCAL sponsorship on *your* station . . . on ALL ABC stations from coast to coast. The program will be broadcast every weekday (at a time to be determined) over the entire ABC radio network. For advertisers in *your* area, here is the chance of a lifetime . . . the opportunity to sponsor the most beloved and believed woman in all advertising.

American Broadcasting Company

Mc Bride

WJZ 1-2 PM
MONDAY—FRIDAY

It takes a woman to sell a woman—and Mary Margaret McBride is the Number One saleswoman in the world. Six years ago, her fans jammed Madison Square Garden . . . last year they packed Yankee Stadium. Her fan mail tops a quarter of a million letters a year. "*Admission to the McBride program,*" says the New Yorker, "is the commercial equivalent of admission to Groton . . . !!"

ABC

AMA Campaign

(Continued from page 23)

structed to emphasize the AMA dogma in certain markets.

The basis upon which the number of spots in each market were chosen was the city population, not the station coverage area. Although power stations are being used, they were not selected primarily or because of their coverage. In a saturation plan, Seeds sought to get a quantity of stations in each market to achieve wide coverage as well as penetration.

First step in the timebuying process was charting of basic data, including the radio market, number of stations there, population in thousands and the one-time spot day and night cost on the highest-priced station. Population of the market determined the number of spots to be used.

Working on a minimum estimate of four nighttime and four daytime spots in each area, Seeds personnel devised a formula for population groups, ranking towns and allotting spots as follows:

5,000 pop and under	4 Daytime	4 Nighttime
5-9,999	4 Daytime	4 Nighttime
10-25,000	4 Daytime	4 Nighttime
25-50,000	5 Daytime	5 Nighttime
50-100,000	7 Daytime	7 Nighttime
100-300,000	10 Daytime	10 Nighttime
300,000-Over	15 Daytime	15 Nighttime

Basic allocations, figured on the most expensive cost per spot day and night, were then translated into the percentage of the budget for each market. Spots were then distributed among the stations. This blanket coverage left "no blank spots," in the opinion of Mr. Goldsmith, which is why he believes every radio home in the country will be reached.

Russel M. Seeds started the time study in July, and most of the buying was completed early in September. Some buying was still being done last week, however, as a few stations were slow in reporting availabilities and some did not have them when the agency first asked.

Mr. Goldsmith recommended additional pressure in the more concentrated population areas, believing more money should be spent in major markets because of the need for greater penetration and the number of stations fighting for the same audience.

Spot Schedules Heavy

For these reasons, AMA spot schedules are heavier in the top eight markets of the country. New York, for example, has more than 30 spots daily and 30 nightly. Commercials, all electrical transcriptions, are 15, 20, 30 and 60 seconds long.

Tie-ins by local and national advertisers are expected to exceed the total amount of time actually bought. Late last week some of the national advertisers committed to cooperate were Bristol-Meyers, Sinclair, Mennen and Rexall.

Now They Tell Her

MERLE MEYERS, Russel Seeds timebuyer who supervised buying of 30,000 spots in the current AMA campaign, arrived at work one morning recently haggard but relieved because the monumental job was finished. On her desk was an early edition of the *Sun-Times*, bearing a tabloid streamer headline which read: "PUT CURBS ON TIME BUYING." She knew that was a good idea all along.

Sachs

(Continued from page 27)

Mr. Sachs now has only one radio program. But he insists this is not due to the high cost of simulcasting *Amateur Hour*. As soon as he finds the right program, he'll be back in a late-evening 15-minute slot such as that occupied across-the-board on WENR last year by his *Remember When*, starring M. C. Jack Stillwell. In 1948 this Sachs time period was filled by the *Skip Farrell Show*, featuring an *Amateur Hour* alumnus, and the previous five years by *But Not Forgotten*, featuring pianist Herbie Mintz.

Mr. Sachs is willing to spend a quarter-of-a-million dollars on radio-TV this year while spending less than $100,000 on other advertising media.

The domain which radio has built for Mr. Sachs now consists of a 187-ft. store front—much of it three stories high—on South Halsted St., including a separate bridal-formal shop; a two-story triangular-shaped store fronting on Diversey and Milwaukee Aves. on the city's north side; and a five-story service building near the south side establishment. Mr. Sachs also maintains a New York buying office with a permanent staff.

650 Employes

The company has 650 employes, all of whom get free insurance and hospitalization. Its 10 top executives are shareholders.

Mr. Sachs is active in the management of his company, but if he ever desires to step down, he has three children who could carry on. His eldest daughter, Mrs. Zenia Goodman, is an assistant state's attorney of Cook County (Chicago). She was one of the U. of Chicago's most brilliant graduates a few years ago. A second daughter is Mrs. Rhoda Mendelson, and son Morris B. Sachs Jr., 17, is a junior at the U. of Illinois. Mrs. Morris B. Sachs Sr. is the former Anna Baker of Chicago, who was in the millinery business when her husband courted her 34 years ago.

ABC Pacific Network *Flying Feet* moves to Sun., 8:30-9:00 a.m., PST time slot from Sat., 10:00-10:30 a.m.

WGR delivers a BIG PLUS beyond Buffalo

● Your radio advertising dollar buys MORE than a dollar's worth on WGR. You get record-breaking highs in WGR's prosperous Buffalo-area audiences PLUS coverage of scores of important upstate rural and farm markets. 5000 watts day and night on the dial's *best* wavelength does it!

WGR 550 *Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.

Buffalo's Columbia Network Station
National Representative, Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick *I. R. ("Ike") Lounsberry*

BUSY AS A BEE ~~BEE~~ Boxcar!

Busiest thing around nowadays is your old friend, the freight car!

Busy carrying the things that America eats, wears and uses.

Busy carrying the raw materials to make these things.

Busy carrying the machinery, the munitions and the material that go to make our country strong.

Increased military movements – increased defense demands – increased buying – increased production all along the line – all these mean that each week 850,000 freight cars are loaded and sent on their way. That's enough to make a train stretching all the way from the Atlantic to the Pacific and back again!

The railroads have moved swiftly to meet the increased demand for freight cars. They have stepped up their car repair and rebuilding program. And they have ordered more than 100,000 *new* freight cars for earliest possible delivery.

Shippers are helping greatly by loading and unloading cars promptly and by operating shipping rooms and loading platforms six days a week instead of five – the equivalent of adding thousands of cars to the present supply!

It all adds up to the fact that the railroad freight car fleet is *busy* and *growing* . . . continuing to carry the overwhelming bulk of the goods for America's civilian economy and her national defense!

ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON 6, D. C.

Listen to THE RAILROAD HOUR every Monday evening on NBC.

LAUDS RADIO

At District 12 Meeting

"WE LIKE radio as an advertising medium and we're finding more uses for it as we learn better how to use it," Nelson Finks, St. Louis, general advertising director of Southwestern Bell Telephone Co., told NAB District 12 members in the closing luncheon session of their Oct. 2-3 meeting in Tulsa.

Southwestern Bell, often called a "monopoly," advertises because "it's good business to advertise," and added that the *Telephone Hour* on NBC gets results.

"We also use spot radio," Mr. Finks said. "At first, we used spots to help in emergencies. We still do—and radio helps. Thanks for the fine treatment radio stations give us when we ask for help in emergencies.

"Here are examples. During the 1949 flood in Tulsa, 1,800 telephones were out of order. Radio spots told customers what happened and what we were doing to restore service. In the Kansas ice storm last year, many circuits were broken and many telephones were out of order. Radio spots told customers about damage and when we expected to make repairs.

"But then we began to find ways to use spot radio on a regular as well as emergency basis.

"Problems lead to advertising. Sales are the problem of the retail store. Service—not sales—is our problem. The first step is to analyze the problem fully, then decide how advertising can help solve it, what audience we want to reach and what media will reach it.

"Take the problem at Army camps, crowded with young men and women, who a few weeks before had been civilians. First time away from home for most of them. They wanted to call home, but their free time was in the evening, when the lines were crowded. We could not build enough new lines, for telephone materials had gone to war.

Studied Problem

"We studied the problem. Here's the answer we came up with. Ask civilians as a patriotic measure to postpone their calls to other than evening hours, except in cases of emergency.

"And how did we go about getting that message to our customers? — Mainly by using spot radio. We spent half a million dollars in five states we serve. You may remember—'Save 7 to 10 for Service Men.'

"Here's another problem — the Christmas toll. Too many calls to handle without delay and some don't get through at all. We studied the problem—decided we should explain the volume and delays so people would understand delays, thus, avoiding criticism. So we use radio to help tell that story."

Mr. Finks cited another problem —directory delivery time. "It's really twofold," he said. "Calls for information, and yellow page usage. Calls for information build up as directories get older, but the volume stays up after the new book is delivered. Our problem is to reduce volume of calls after the directory is delivered. Calls cost money.

"We're using radio spots. Results—in one city, there was a 13% reduction in one week, compared to 6% in the previous week.

"Another example — long distance calls by number go through twice as fast. Particularly important is toll dialing.

Radio Used

"We used radio to explain this to our customers over 13 stations located in eight cities with circuits to toll dial equipment in Kansas City. The results look good and we plan to resume the campaign this month and extend it later to other parts of the territory."

Mr. Finks disclosed Southwestern Bell's latest use of radio in Oklahoma has just begun—to tell people about the Greater Oklahoma telephone program.

"We spent $70 million for new construction since the war," he said, "and still have not caught up with the demand. We have 15,000 hold orders and 7,500 new applications a month. More dial service is wanted, more rural lines and more long distance circuits.

"We asked our engineers to plan a new construction program. It will cost $83,000,000 over four years. But we need new rates. Our earnings are too low to justify this huge expenditure—too low to raise the capital.

Plans Announced

"Yesterday, we announced plans for this construction program—on radio. We'll have two spots a day on some 40 stations in the state to tell people about the need for the program and the need for higher rates before we can go ahead."

Ninety-two NAB members attended the Tulsa meeting, presided over by Jack Todd, KAKE Wichita, NAB District 12 director. Three other NAB directors were on hand—John Esau, KTUL Tulsa, director-at-large, medium stations; William B. Quarton, manager of WMT Cedar Rapids, Ia.; and Harold Wheelahan, manager of WSMB New Orleans, District 6 director.

Harmony marked both sessions, with the exception of the resolutions committee, headed by Frank Webb, KFH Wichita, which broke a precedent by calling for a reversal of procedure to allow broadcasters to air their views on issues the first day, thus giving the committee a chance to draft resolutions for vote before the majority of members left for home.

The committee, including Allan Page, KSWO Lawton, Okla., and George Tarter, KCRC Enid, Okla., also took cognizance of the manpower loss to the armed services, calling on NAB to petition FCC to reinstate Rule 91-C; gave a "go ahead" sign to a greater BAB; asked BAB to delete its credit and localize promotional material, and called for station relations departments in NAB and BAB.

Skit Provided

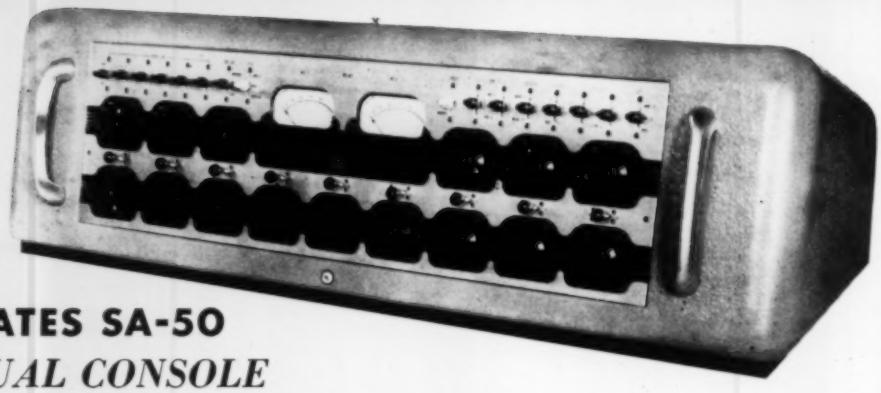
Mr. Esau set a district meeting precedent at the first day luncheon by providing an entertainment skit, using KTUL entertainers who burlesqued NAB with Perry Ward as m.c.

Ralph W. Hardy, NAB director of government relations, gave a presentation of NAB operations and plans for a membership drive, and reported on government relations. In the absence of Justin Miller, NAB president, Mr. Hardy reported on "NAB in the National Emergency."

Pinch hitting for Richard P. Doherty, unable to attend, Charles Tower, his assistant in the NAB Employe-Employer Relations Dept., outlined a profit program for radio stations, with emphasis on controlling operating costs. He also stressed the manpower problem with respect to the draft, advising station managers to examine their

(Continued on page 42)

→ Quality PLUS··· makes GATES ··· a MUST →



GATES SA-50
DUAL CONSOLE

There is always a ready circuit available if you choose the Gates SA-50 Dual Console for your aural or video needs. Without question the most complete console made today. For example: 4 high level amplifiers, 9 mixing channels, all preamplifiers are two stages and transformer in and out, complete input and output circuit selection of all amplifiers plus—dozens more of the extras found only in Gates equipment, the quality line in the broadcast field. We will gladly forward more detail on Gates SA-50 just for the asking. Oh yes, do you have a Gates audio catalog? Yours for the asking.

GATES RADIO COMPANY
QUINCY, ILL., U. S. A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

make every bus a bandwagon for YOUR product . . .

Get spectacular sales results at low cost with *transit radio*

In market after market—for product after product—**transit radio** sells more merchandise at less cost! Want proof? Just call or write your nearest Transit Radio office for details on latest success stories. It's no accident—it's the result of these special advantages of this newest and fastest-growing advertising medium:

- counted, guaranteed audience (based on audited passenger-count of transit riders)
- en route to point of sale (pre-sold customers delivered right to your sales door)
- select your audience (housewife-shoppers, workers, men or women) when you pick your spots
- lowest cost per thousand of any mass medium
- best attention to your commercials (automatic step-up in volume, less competition for listener-attention)
- complete flexibility and adaptability to **your** advertising problem in any transit radio market.

TRANSIT RADIO IS AVAILABLE IN ALL THESE MARKETS...

(AND COMING SOON IN SCORES OF OTHERS):

Bradbury Heights, Md. (and suburbs of Wash., D. C.) WBUZ
Cincinnati, O., and Covington, Ky. WKRC-FM
Des Moines, Iowa KCBC-FM
Boston (North), Mass. WLYN-FM
WHAV-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Texas KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP-FM
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul, Minn. WMIN
Omaha, Nebr. KBON-FM
Pittsburgh, Pa., Suburbs WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Trenton, N. J. WTOA
Washington, D. C. WWDC-FM
Worcester, Mass. WGTR-FM

AN EXCITING NEW MEDIUM, CONSTANTLY GROWING...

Growing fast! New markets now ready for your fall-winter schedules include Kansas City, Boston, Minneapolis-St. Paul, Trenton—with many more coming soon!

IN KANSAS CITY, for example,

KCMO-FM now offers Transit Radio in 300 radio-equipped buses—the outstanding advertising buy in this big, rich market! Introductory rates are low—**get in now!**

Population: 687,552—all served by radio-equipped buses. Families: 241,600. Transit rides every weekday total 427,151; every Saturday, 366,419. You can **reach** and **sell** this counted, proven, guaranteed, responsive audience—easily, economically, effectively—with

transit radio

KANSAS CITY, MO. **KCMO-FM**

NATIONAL REPRESENTATIVES: **TRANSIT RADIO, INC.** NEW YORK: 250 PARK AVE., MURRAY HILL 8-3780. CHICAGO: 35 E. WACKER DR., FINANCIAL 6-4281. CINCINNATI: UNION TRUST BLDG., DUNBAR 7775. DALLAS: M & W TOWER BLDG., RIVERSIDE 5663.

Lauds Radio

(Continued from page 40)

staff closely with an eye to combining duties.

"The situation will be twice as acute in six months," he said. "You're not only going to lose technicians to the Armed Forces, but to other stations as well."

Lee Hart, BAB assistant director, made two appearances, pitching a strip film presentation and conducting a sales clinic.

Charles A. Batson, NAB director of television, conducted a TV seminar, introducing Helen Alvarez, vice president-general manager of KOTV(TV) Tulsa, who disclosed that her station operates 70 hours a week with 36 employes. Surprise was evinced that three gasoline stations advertise on KOTV as regular customers.

Mr. Quarton, member of the NAB board's BAB Committee, spoke on "A New and Greater Sales Program for Radio," which led to discussion on the merits of NAB and BAB in regard to smaller stations.

The need for a station relations department, both in the NAB and BAB, was emphasized by Grover Cobb, KVGB Great Bend, Kans., who prompted the resolution to that effect.

A warning note against radio rate cutting was expressed by Messrs. Todd and Quarton, both of whom told of being approached with such requests as a result of the ANA proposal. Both agreed that "this is the worst time in the world to start rate cutting in radio."

District 12 Registration

Bill Hoover, KADA Ada, Okla.; Brown Morris, KADA, Ada, Okla.; Jack Todd, KAKE Wichita, Kan.; Harold H. Newby, KAKE Wichita, Kan.; Rex M. Lester Jr., KBYE Okla. City; Bill M. Reynolds, KBYE Okla. City; George L. Tarter, KCRC Enid, Okla.; Milton B. Garber, KCRC Enid, Okla.; Kay W. Pyle, KFBI Wichita; Hale Bondurant, KFBI Wichita; Henry Mattison, KFBI Wichita; Clarence Sewell, KFBI Wichita; Jack Betz, KFMJ Tulsa; Lawson Taylor, KFMJ Tulsa; R. M. Seaton, KGGF Coffeyville, Kan.; Lucille Buford, KGKB Tyler, Tex.; Clarkes L. Unger Jr., KGLC Miami, Okla.; Frank V. Webb, KFH Wichita; Dale W. McCoy Jr., KGNO Dodge City, Kan.; Charline Anderson, KGNO Dodge City, Kan.; John M. Kennedy, KGLC Miami, Okla.; Ray Van Hooser, KNED McAlester, Okla.; Tol Dickenson, KNOR Norman, Okla.; Sturgis Wassam, KNOR Norman, Okla; Wm. S. Morgan, KNOR Norman, Okla.

Wally Weber, KBIX Muskogee, Okla.; George Collisson, KOCY Okla. City, Okla.; Raymond Ruff, KOMA Okla. City, Okla.; J. J. Bernard, KOMA Okla. City, Okla.; James L. Todd, KRDH Duncan, Okla.; Frank S. Lane, KRMG Tulsa, Okla.; R. B. Jones Jr., KRMG Tulsa, Okla.; Ray V. Jensen, KSAL Salina, Kan.; Pat Murphy, KSMI Seminole, Okla.; Betty Hughes, KSMI Ada, Okla.; Wm. S. Woodland, KSWM Joplin, Mo.; Allan Page, KSWO Lawton, Okla.; John Esau, KTUL Tulsa; George Ketcham, KTUL Tulsa; L. A. Bud Blust, KTUL Tulsa; Grover Cobb, KVGB Great Bend, Kan.; Sherwood Parks, KVGB Great Bend, Kan.; Phil Jackson, KWCO Chickasha, Okla.; Matt Bonebrake, KOCY Okla City; Chub Bellatti, KSPI Stillwater, Okla.; Lyle Fick, KWGB Goodland, Kan.; Jim Blair, KWGB Goodland, Kan.; Ken Stobaugh, KWGB Goodland, Kan.; Glenn Henson, KWGB Goodland, Kan.; Fred L. Conger, WREN Topeka, Kan. C. L. Casper, WBBZ Ponca City, Okla.; Harold Wheelahan, WSMB New Orleans; Robert J. Burton, BMI New York; Al Marlin, BMI New York; Ralph Wentworth, BMI New York; Bill Moulder, ASCAP St. Louis; Charles McDowell, ASCAP Dallas; Walt Varnum, RCA Kansas City; Harold Keown, Frederic W. Ziv Co., Tulsa; Peter J. S. King, SESAC, Inc. New York; David R. Milsten, SESAC Tulsa; Dave Rogers, RCA, Thesaurus, Chicago; Ray V. Hamilton-Blackburn-Hamilton Co., San Francisco; Hohn Devine, Standard Radio Okla. City; Dee Freiday, Gibbons Adv. Agcy., Tulsa; Pierre Weis, Lang-Worth, New York; George Field, World Bcstg. System New York; Charles H. Tower, NAB; Bob Shuffler, Earl Lipscomb Assoc., Dallas, Tex.; Al Stine, AP Kan. City; Austin Bealmear, AP Okla. City; Ralph W. Hardy, NAB; William T. Davies, THESAURUS Dallas; Charles A. Batson, NAB; Lee Hart, BAB; Maury Long, BROADCASTING, Washington, D. C.; Alvin M. King, Capitol Recording Inc.; Fred W. Albertson, Dow, Lohnes & Albertson, Washington; Wm. B. Quarton, WMT Waterloo, Ia.

FREEDOMS AWARDS

Radio Deadline Is Nov. 20

CLOSING date for nominations in the radio program category of the $100,000 general awards program of Freedoms Foundation has been extended to Nov. 20, according to Don Belding, Foote, Cone & Belding, foundation president. Eighteen classes of awards are included but they do not mention TV specifically.

Information on the awards can be obtained from Ken Wells, executive vice president of Freedoms Foundation Inc., Valley Forge, Pa. Presentation of awards will take place Feb. 22.

KVEC DISPUTE

NLRB Examiner Reports

CHARGE of "unfair labor practices" was leveled against KVEC San Luis Obispo, Calif., in an NLRB trial examiner's intermediate report-order released Oct. 1. Station, licensed to Valley Electric Co. with Christina M. Jacobson as president, is involved in a dispute with IBEW Local 202, which filed the original complaint Nov. 8, 1949.

Examiner William E. Spencer said that KVEC had refused to bargain collectively with the electrical workers; "discriminated" against a technical employe Dwight Stephenson; and had "coerced" its employes in exercise of their rights. At the same time, he recommended that charges of "discrimination" against two other technicians, as charged in the complaint, be dismissed.

Station contended that operation of KVEC-FM was discontinued Jan. 1, 1950, because of "economic considerations," and that "efficient and economical operation" of the AM affiliate thus required the services of combination technicians-announcers. The general counsel asserted that the changeover was made for "discriminatory purposes." KVEC, however, gave its technicians the opportunity to take announcers' tests for the purpose of retaining them if they proved adequate.

PURE SOUND...

'ROANOKE SINGS'

WSLS Backs Young Musicians

WITH its aim the stimulation of an interest in a musical education among the youth of the area, WSLS Roanoke, Va., has for four years backed promotion of the "Young Roanoke Sings" chorus.

Made up of students in the high schools of Roanoke and surrounding area in the county, the chorus is heard each Saturday at 5:30 p.m. under the direction of Bill Saunders, WSLS program director. Although WSLS makes no charge for the service, any donation from listeners is accepted.

The donations, at the end of the year, are matched dollar-for-dollar by the station, the total amount comprising a music scholarship fund. Each fall, a committee representing organizations before which the chorus has performed serves as a board of judges. Each member of the chorus sings or plays for first or second prizes. Every competing student receives $25. First prize this year was $300 with two students tying for second award of $250. The scholarship can be used in any school of the winner's choice.

COMPLETE football schedule of Thomson (Ga.) High School to be aired on WTWA that city, sponsored by Johnson Motor Co. (Ford dealer).

As Mr. Saunders (l) looks on, Billy Gilmer (center) receives first place award from James H. Moore, WSLS executive vice president.

NARND SESSION

Vandenberg to Speak

GEN. HOYT VANDENBERG, chief of staff of the U. S. Air Force, will be one of the main speakers at the 1950 convention of the National Assn. of Radio News Directors, to be held at Hotel Sherman, Chicago, Nov. 16-18.

Also scheduled to speak are Lt.-Gen. Lauris Norstad, Air Force acting vice chief of staff, and Clifton Utley, NBC commentator. NARND's government liaison committee will report to the convention on conferences it has held with top government officials in Washington on questions of censorship and public information raised by the Korean war and other recent international crises.

GURNEY STATUS

May Take Defense Post

SEN. CHAN GURNEY (R-S. D.), who leaves the Senate after adjournment of the 81st Congress, conferred fortnight ago with President Truman and indicated he may take a post in the Defense Dept. sometime after the first of the year.

Sen. Gurney, one of the founders of WNAX Yankton, S. D., and manager of the station before he withdrew from the radio field in 1933, was beaten in the South Dakota Republican primaries by Rep. Francis Case, a former newspaper editor and publisher. He had sought his third six-year term.

The former radio executive said, after conferring with the Chief Executive, that they had discussed "my availability after the first of the year" and that while Mr. Truman had "nothing definite in mind," he "definitely expected" to take a defense position.

Sen. Gurney had been mentioned to succeed Stephen Early, deputy defense secretary, who is retiring to return to the Pullman Co. as vice president. Report was scotched Sept. 26 when the White House announced the appointment of Robert A. Lovett, a New York investment banker and former Undersecretary of State, to fill the post.

PLANE CRASH

MBS Sports Director Hurt

PAUL JONAS, MBS sports director, suffered slight burns and bruises when the private plane of John Galbreath, president of the Pittsburgh Pirates, carrying Mr. Jonas, Joe Williams, Scripps-Howard sports writer, and Lester Scott, owner of the New York Knickerbocker basketball team, crashed near Columbus, Ohio, Saturday night, Sept. 30.

The pilot of the plane died of burns when the plane caught on fire, but the three New York men were able to jump to safety.

Montgomery Story

RADIO and television career of Screen Actor Robert Montgomery and his crusade against the underworld are traced in a current article titled "Fightin' Bob—the Hollywood Crusader" appearing in the Oct. 4 *Saturday Evening Post*. Written by Pete Martin, the story describes Mr. Montgomery as "last season's No. 1 Hollywood convert to television" and cites his success on radio as ABC commentator and on video as producer of the hour-long TV drama, *Robert Montgomery Presents*, heard every other week on NBC-TV, 9:30-10:30 p.m. His radio series deals with crime, while the television show presents notable dramas.

There are few things in the whole realm of sound so majestic as the great, surging power of a symphony orchestra.

For here is color in sound . . . flashing, changing, whispering, roaring. Here, too, is challenge for those who would capture and keep the brilliant fullness of a symphony.

Sound, in its true entirety, is delicate. The memory of it must be entrusted to only the finest of recording equipment, skilfully designed to duplicate its fullness with the most dependable accuracy. And that means PRESTO.

Disk or tape, PRESTO recorders are built with performance first in mind. And yet, for such absolute quality, the cost is often less. When you need recording equipment, it's common sense and customary to look at PRESTO first

PRESTO RECORDING CORPORATION

Paramus, New Jersey

In Canada: Walter P. Downs, Ltd.
Dominion Square Bldg., Montreal, Canada

Overseas: M. Simons & Son Co., Inc.
25 Warren Street, New York, N. Y.

ARBI SURVEYS

KJBS, KNBC Sign Contracts

KJBS and KNBC San Francisco have contracted for a series of surveys by Advertising Research Bureau Inc., Seattle, Joseph B. Ward, ARBI director of research, announced last week. Earlier ARBI surveys in Pacific Northwest markets have shown radio holding the edge over newspapers in sales volume per advertising dollar invested [BROADCASTING, May 1, June 5].

KJBS precipitated a nationwide trade discussion of audience survey methods with its advertisement in BROADCASTING some months ago, challenging C. E. Hooper and A. C. Nielsen to participate in an impartial evaluation of the accuracy of their findings. The ARBI survey, with its retail-point-of-sale technique, is expected to shed new light on the effectiveness of radio as a selling medium.

Several San Francisco department stores are expected to cooperate in the survey, and Mr. Ward told BROADCASTING that Macy's in San Francisco has already agreed to the plan.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK AUGUST 27-SEPTEMBER 2, 1950

EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes %
1		Lux Radio Theatre (CBS	16.0
2		My Fried Irma (CBS)	13.4
3	4	Life with Luigi (CBS)	13.3
4		Arthur Godfrey's Talent Scouts (CBS)	11.6
5	7	Satan's Waitin' (CBS)	11.5
6	12	Mr. Chameleon (CBS)	11.3
7	3	Mystery Theater (CBS)	11.0
8	8	Dr. Christian (CBS)	10.8
9	14	Mr. Keen (CBS)	10.8
10	1	Big Story (NBC)	10.6

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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for home listening only 1 to 5 minutes.

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DEFENSE COUNSEL

All-Industry Group Gets Under Way

APPOINTMENT of nine station executives will be made shortly by NAB President Justin Miller to complete the Broadcasters' Advisory Council formed last Monday at a dinner meeting held at the Waldorf-Astoria, New York.

Judge Miller reported in a letter to President Truman that the council had been formed, as originally requested of NAB by Dr. John R. Steelman, Assistant to the President. The council is to organize the industry so it will be "immediately available" in the event of need.

Serving on the council with Judge Miller are Robert C. Sprague, president of Radio-Television Mfrs. Assn.; Jack R. Poppele, WOR New York, president of Television Broadcasters Assn.; Richard B. Hull, president of National Assn. of Educational Broadcasters; Frank White, president of MBS; Joseph H. McConnell, president of NBC; Robert E. Kintner, president of ABC; Frank Stanton, president of CBS; Mortimer W. Loewi, director of DuMont Television Network.

Charles R. Denny, NBC executive vice president, will act as alternate for Mr. McConnell and Chris J. Witting as alternate for Mr. Loewi.

To Be Expanded

Council membership will be expanded from time to time by majority vote if need arises in particular situations, Judge Miller said. At the first meeting the council agreed on a broad outline of organization and decided it should represent all segments of broadcasting as suggested by the NAB board last August when the plan was first approved.

Attending the New York dinner were Messrs. Miller, Sprague, Poppele, White, Denny, Witting along with Mark Woods, ABC vice chairman, and Earl Gammons, CBS Washington vice president.

RADIO STUDY

Set by Missouri Broadcasters

COMMITTEE to find out why some business groups in Missouri don't use radio, and then to tell him about the medium's power, was named Sept. 28 at a meeting of the Missouri Broadcasters Assn.

Head of the committee is E. K. Hartenbower, KCMO Kansas City.

Missouri broadcasters elected Mahlon R. Aldridge, KFRU Columbia, as president. He succeeds Wayne Cribb, KHMO Hannibal. Glenn Griswold, KFEQ St. Joseph, was elected vice president. G. Pearson Ward, KTTS Springfield, was elected secretary-treasurer.

Serving on the board with the above four are Karl Koerper, KMBC Kansas City; S. E. Sloan, WXLW St. Louis, and A. L. McCarthy, Poplar Bluff.

AIR CHECK SALES

Plan Copyright Protection

SALE of "air check transcriptions" of broadcasts and amateur wire and disc recordings for home use will be subjected to an intense elimination campaign to protect copyrights of musical composers, according to Arthur A. Hauser, president of Music Publishers Assn. of the United States.

"It's against the law to make such recordings without fulfilling the legal responsibilities to the copyright owners," Mr. Hauser explained. He added further that each music-publishing firm will deal with the problem individually rather than in the name of the association.

KRNT . . .

THE STATION WITH THE

FABULOUS PERSONALITIES

AND THE

ASTRONOMICAL HOOPERS

HOOPERATING HIGHER*

● MORNING
● AFTERNOON
● NIGHT

THAN ANY OTHER STATION IN

DES MOINES

ANY KATZ MAN WILL TELL YOU THE FULL FABULOUS SALES RESULTS STORY!

*C. E. Hooper Audience Index, City Zone — July-Aug. 1950

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

CALL DON COOKE FOR

COMPLETE COVERAGE

WASHINGTON, D.C.

WEAM

MUTUAL

5000 WATTS

This is it in a nutshell!. . . .

GraybaR recommends the sensational ALTEC LANSING CORPORATION 21B microphone

. . . because it combines unparalleled technical qualities *plus* the advantages of inconspicuousness. It doesn't obscure the performer's countenance. Suspended over a radio or TV stage, it blends into the background. It can be hidden easily in stage props. Yet with all these advantages of the Altec 21B's minute size, you not only don't sacrifice technical quality—you actually gain a new order of perfection in performer-freedom, in fidelity, and in frequency response. Moreover, this miniature masterpiece is blast-proof, shockproof, omnidirectional . . . and, well, let your Graybar Representative tell you the rest!

For uses where the cardioid type of mike is desired, Graybar has the long-preferred Western Electric 639A and 639B. And the well known dynamic type 633A will continue to be made available through Graybar by Altec.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.* 5019

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,21)
Antenna Equipment (21)
Attenuators (7)
Cabinets (14)
Consoles (21)
Loudspeakers and Accessories (1,21,23)
Microphones, Stands and Accessories (1,12,13,16,21,23)
Monitors (11)
Recorders and Accessories (2,8,18,20)
Speech Input Equipment (21)
Test Equipment (1,7,11,22)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,10)
Transmission Line and Accessories (5)
Transmitters, Broadcast (21)
Tubes (10,15,21)
Turntables, Reproducers, and Accessories (8,18,21)
Wiring Supplies and Devices (4,9,10,12,17,19,23)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Daven
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbell
(13) Hugh Lyons
(14) Karp Metal
(15) Machlett
(16) Meletron
(17) National Electric Products
(18) Presto
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney Blake

There are Graybar offices in over 100 principal cities. *These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.*

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-[illegible]

SEATTLE
D. I. Craig, Mutual 0122

ST. LOUIS
J. P. Lenkerd, Newstead

THE LATEST WCKY STORY

MORE PEOPLE ARE TUNING TO WCKY!
MORE ADVERTISERS ARE BUYING WCKY!

PULSE PROVES IT!

WCKY Share of Audience July-August 8 AM-8 PM Mon-Fri*

1950	1949
19.8%	19.1%

A 4% INCREASE IN SHARE OF AUDIENCE

MAIL PROVES IT!

WCKY received more order mail in July-August 1950 than at any time in its history for the same period.

1950	1949
79,942 orders	65,777 orders

A 22% INCREASE IN MAIL

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

(*-Pulse Report)

INVEST YOUR AD DOLLAR WCKY'S-LY

ADVERTISERS KNOW IT!

WCKY'S ADVERTISING ACCOUNTS FOR FALL 1950 HAVE INCREASED 49% OVER FALL 1949.

More National Advertisers Like These Are Buying WCKY:

BULOVA WATCHES
CAMEL CIGARETTES
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LUSTRE CREME
TAYSTEE BREAD
BORDENS INSTANT COFFEE
BC REMEDY
CELANESE
BROMO QUININE
AMN MEDICAL ASSN
BLUE STAR BLADES
MAXWELL HOUSE COFFEE
FATHER JOHNS
ANACIN
MUSTEROLE
GRENNAN CAKES
MUELLER MACARONI
SURF
BAYER ASPIRIN
FEENAMINT
RESISTAB

DRENE
TWA
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SHULTON'S OLD SPICE
CHAP STICK
ROMAN CLEANSER
DR CALDWELL
CHASE & SANBORN COFFEE
CARTER PILLS
MGM PICTURES
COLGATE DENTAL CREAM
WONDER BREAD
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LADIES HOME JOURNAL
ROBERT HALL CLOTHES
HADACOL
EX LAX
NEW YORK CENTRAL
DR PIERCE

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IPANA
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STERA KLEEN
4 WAY COLD TABLETS
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AJAX
DOANS PILLS
PEPSICOLA

Now More Than Ever Before,
WCKY Is Your Best Buy in Cincinnati

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

XUM

editorial

Toward the Job Ahead

EVENTS OF the past few weeks demonstrate a new awareness by those identified with the leadership of the mass radio media of the problems that stem from a state of half-war, and all that it implies.

There are concurrent developments on both the talent and executive sides—one to thwart possible Communist influence in radio and television, and the other to cope with management and policy issues that may be encountered in our new defense economy. There are collateral moves to preserve minimum radio manpower, following generally the World War II pattern.

Whether the AFRA-motivated plan to set up a quadripartite clearing house without impinging upon individual liberties of performers is the right format is questionable, but it certainly connotes timely interest. Our own view is that the broadcaster cannot delegate the final responsibility. He is the licensee. It is his function to determine whether his employes —or for that matter anyone who gains access to his microphones or cameras—is loyal or disloyal. The screening may well include participation of AFRA, the Assn. of National Advertisers, the American Assn. of Advertising Agencies, and the NAB. But the licensee must pass final judgment.

On the management side, progress has been made toward formation of a Broadcasters' Advisory Council, comprising representatives of every segment of radio—including manufacturing. This project was stimulated by the NAB. President Justin Miller is the chairman. Participants, including the four networks, have brushed aside other policy differences with the NAB in recognition of the larger job ahead and of the need for unanimity where the national welfare is involved.

If the *Red Channels*' expose, suspect as certain of its listings may be, did nothing more than to force the various elements responsible for national network programming to unite in a move to meet a grave problem, it served an undeniably useful purpose.

Formation of the Advisory Council does not necessarily mean that all is serene in the relationship of all broadcasters and all networks with the NAB. It does demonstrate, however, that in a national crisis, wise leaders and patriotic businessmen can forget normal grievances and turn toward the job ahead.

Again & Again & Again

CANDIDATES under the Democratic banner are receiving a *Quick*-size booklet entitled "How to Use Radio and Television to Reach All the People." Several statements in this document, written by Kenneth D. Fry, Democratic National Committee radio director, reveal once again how strong the party faith in the eye and ear approach has become.

The radio section begins with the statement: "Radio can be the most powerful campaign weapon you've got. It can reach—and move—and influence—more people per dollar and per minute than any other single medium or method."

There, in a few succinct phrases, is the radio story. It is a true story and one which is convincing more executives with goods to sell every day. The fact that a great national party that polled more than 24 million votes in the last election is willing to pass along this story to its candidates is proof that it is solidly sold on radio—and television—effectiveness.

And where can you find a more convincing success story? The Democratic Party has been in control of the government for 17 years. Roosevelt was elected for four successive terms for a number of reasons, not the least of which was his heavy reliance on his ability to talk to the people man-to-man on the radio. President Truman has followed in his footsteps and many a senator, governor and representative as well as lesser political entities owe their office to the medium.

Looking for proof of radio's effectiveness? With the coming campaigns what better story than this? It offers, to quote Mr. Fry, "more people per dollar per minute than any other single medium or method."

Price of Freedom

THE VERY first effort of the Government to invoke the anti-trust laws against a newspaper because of unfair competition against radio could prove a boomerang that will strike all of the media of expression.

Last week we published the decree which the Department of Justice would have entered against the *Lorain* (Ohio) *Journal*, recently convicted of seeking to "destroy" WEOL taken in its entirety, would do violence to the First Amendment guaranteeing freedom of the press, from which radio derives its own free charter.

It is not unusual for the courts to invoke sanctions against one convicted of monopoly. But it seems to us to be impinging upon our fundamental freedoms to force publication of any advertising or news material by Governmental decree, and to deprive a citizen of his legal right to acquire lawful properties.

We think the FCC, in the first instance, was justified in denying the publishers of the *Lorain Journal* AM and FM stations on grounds of monopolistic practices. We applaud the learned decision of Federal Judge Freed in Cleveland in convicting them of unfair practices in seeking to destroy WEOL. But Judge Freed carefully delineated the scope of his decision, disposing of the contention that the First Amendment was in any wise involved. The newspaper refused business of advertisers who used WEOL, among other strictures.

The proposed decree, which Judge Freed may now consider, would place under court jurisdiction almost every phase of the newspaper's business operations. It would forbid the newspaper from refusing to publish station logs; would make subject to the decree many advertising discounts or rebates, and invoke a half-dozen other penalties. Judge Freed, of course, may accept or modify the proposed judgment, or even reject it and write his own.

It is our view that, in the light of Judge Freed's erudite, crystal clear opinion, he will not accept without drastic modification, the Department's proposed decree. If perchance he should, we have no doubt that the nation's newspapers will join the *Lorain Journal* in an appeal to the U. S. Supreme Court.

The *Journal* was guilty of unfair trade behavior in the extreme. There are many cases of unfair competition against radio which probably are as bad. The Department of Justice has had upwards of 100 complaints from stations protesting that newspapers have refused to publish their logs.

But radio wants no part of "protection" against the press that would give any agency of the Government the right to dictate what may or may not be published or advertised. What is decreed for the newspaper inevitably must be extended to the radio. Radio and TV, after all, are electronic printing presses which "publish" with the speed of light.

our respects to:

EUGENE BEALL WILKEY JR.

IN a profession dedicated to the proposition that radio is a young man's game, but indelibly imprinted with the achievements of its first generation, the meteoric rise of one of its younger brethren commands a certain degree of awe and admiration.

Eugene Beall Wilkey Jr. is one of the youngest managers of any station—let alone a 50 kw outlet—in the broadcasting industry.

Mr. Wilkey's broad experience in all operating phases of radio is pointed up by a penchant for anticipating desires of the listening public and salesmanship *plus*. These factors have stood him in good stead in his swift ascendancy from assistant program director to general manager of WCCO Minneapolis-St. Paul, the 50 kw CBS Twin City outlet.

If Gene Wilkey were asked to spell out the

(Continued on page 76)

Static and Snow

By AWFREY QUINCY

COLOR influence: According to CLOSED CIRCUIT the next NAB convention is to be simultaneous, not sequential. Is compatibility too much to hope for?

When the World Series' "take" for broadcasting fees was a measly hundred thousand or so, it went without question to the pension fund. Now, an $800,000 melon arouses desires and claims by the players. Hap Chandler will have to decide whether to call it a delayed steal, a force play, or, ignoring the "infield fly" rule, he can permit the dough to be trapped resulting in a double killing.

The President's United States civil defense report says that radio and television are vital to national security. Has anyone told the FCC?

A station rep gets written up in BROADCASTING, and, as a result, he's commissioned a colonel by Governor Thurmond. We don't know whether or not the sovereign state of South Carolina has a navy, but we would have preferred an Admiral's commission for the rep just to see one of those peaked hats come over the transom.

* * *

Speaking of film business, we understand that sentiment is gathering headway among exhibitors to raise admission prices, and we just can't understand it. What with rising taxes and increased costs we'd imagine that admission prices should come down. At least that's the line somebody has been handing us

WOV

"DAILY TRIPLE"

IS YOUR BEST BET FOR SALES IMPACT, COVERAGE AND UNIT RATE—delivering a nighttime audience of 971,520 different people weekly."

The "Daily Triple" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS — one broadcast in each program daily . . . a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

Originators of *Audited Audiences*

WOV NEW YORK

5000 WATTS

THIS IS YOUR "DAILY TRIPLE"

Each program reaching a large, distinctive and different audience.

★ **1280 CLUB**—with Bill Williams. 1½ hours of fun and music with America's greatest name bands to entertain you.

★ **PRAIRIE STARS** — with Rosalie Allen. Unchallenged queen of American Folk, Western, and Mountain Music. Elected America's No. 1 feminine disk jockey for 1950 —Western Life Poll.

★ **A RAMBLE IN ERIN** —with Pat Stanton. Authentic Irish music and folk songs, with celebrities and guest stars.

Rome Studios: Via del Bufalo 126

National Representative: JOHN E. PEARSON CO.

front office

ALBERT E. FOSTER, station manager WLAW Lawrence, Mass., resigns. IRVING E. ROGERS, president and treasurer Hildreth & Rogers Co., station owner-operator, temporarily assumes duties.

HARRY H. BURUM, Gerald F. Thomas Adv. Agency, Fresno, to manager newly opened sales service department KFRE same city.

WINSTON S. DUSTIN appointed vice president in charge of sales WNOE New Orleans. Has been in printing field for past two years after leaving WSM Nashville, where he served ten years, last two as commercial manager. Joins WNOE Oct. 15.

Mr. Dustin

GLENN D. GILLETT, senior partner Glenn D. Gillett & Assoc., Washington, consulting radio engineers, returns from six months' duty as civilian consultant to commanding general of U. S. forces in Austria. Worked on plans for improving broadcast facilities.

ROBERT BURNS WHITE, public service director ABC Central Division for seven years, to executive vice president in charge of Chicago office Progressive Broadcasting System, headquartered in Hollywood. WALLY BOSCO, radio-TV producer, to network as executive producer.

RICHARD MORENUS to KIHO Sioux Falls, S. D., as commercial manager, succeeding J. E. SWEET, resigned. Mr. Morenus was with NBC and CBC. W. W. (Bud) DOSS, WAIT Chicago, to sales staff KIHO.

BOB WALTER, program director WCBA Corning, N. Y., to station manager WVAM Altoona, Pa.

HERSCHELL GORDON LEWIS, commercial manager WRAC Racine, Wis., named manager replacing CARL ZIMMERMANN, recalled to active duty with U. S. Army.

JULIAN M. KAUFMAN, KGO-TV San Francisco, to assistant commercial manager KPHO-TV Phoenix.

LOUIS F. KROECK, Avery-Knodel, N. Y. sales staff, to sales force Edward Petry & Co., N. Y.

ALAN JOHNSTONE, radio sales representative KGO San Francisco, appointed network sales representative. JACK GREGORY, Allied Adv. Agencies, same city, appointed KGO-TV sales representative.

SHERRILL EDWARDS, commercial manager KEYL (TV) San Antonio, resigns. He is engaging in consultant work in the television field.

SEYMOUR WHITELAW, Foster & Kleiser, S. F., to sales department KFRC same city.

GEORGE COMTE, announcing staff WTMJ-AM-TV Milwaukee, to assistant to Manager R. G. Winnie. GEORGE NICOUD, assistant office manager *Milwaukee Journal*, stations' owner, to similar post.

MARCELLE MITCHELL, office manager William Esty Co., Hollywood, for seven years prior to recent closing of that office, to CBS Radio Sales, L. A. Replaces ELEANOR MARS, resigned.

Personals . . .

FAYE J. SMALLEY Jr., president and manager KGIL San Fernando, recuperating at home following recent heart attack. . . . HARRY C. BUTCHER, president and manager KIST Santa Barbara, gave critical review of new Hanson Baldwin book, *Great Mistakes of the War*, in Sept. 16 issue *Saturday Review of Literature*.

PRIZE PLAYHOUSE

Pulitzer Show Debuts

MARK WOODS, ABC vice chairman of the board, presided last Friday at a dinner preceding a celebration of the television premiere of *Pulitzer Prize Playhouse*, hour-long weekly dramatization over ABC-TV on Friday of prize-winning plays, novels and stories. Editors representing newspapers and syndicates of more than forty cities and notables of education and the arts attended in New York last week.

The dinner, under the joint auspices of the sponsor, Joseph Schlitz Brewing Co., and the Columbia University Graduate School of Journalism, which fosters the Pulitzer Prizes, was followed by a showing of the first program telecast, *You Can't Take It With You*, prize-winning Moss Hart-George Kaufman play; and a reception for the cast headed by co-stars Charles Coburn and Ella Raines.

Principal dinner speakers were Joseph Pulitzer Sr.; Edward V. Lahey, U.S. Brewers Foundation Inc., president; Erwin C. Uihlein, president of Jos. Schlitz Brewing Co., and Dean Carl W. Ackerman of the Columbia University Graduate School of Journalism.

STRIKE AVERTED

At KMPC KFWB KLAC

THREATENED STRIKE by announcers of three Los Angeles independent stations, KMPC KFWB KLAC, over wage demands [BROADCASTING, Sept. 25] was averted last week when last minute contract agreements were reached between AFRA and station management. Although final agreements represented a compromise in original wage demands of the union, Claude McCue, executive secretary of AFRA, expressed satisfaction at the settlement.

Wage increases, retroactive to Sept. 17, expiration date of the last contract, are as follows:

KMPC, from $90 to $95; KFWB, $87.50 to $93.50; KLAC, $87.85 to $90. Agreement was also reached at KLAC that announcers not be called on to do "platter-spinning" chores. All salaries are based on five-day, 40-hour week. Contract covering period of a year, also clause that if the cost of living increases 10 points in the next six months AFRA has the right to reopen negotiations. Similar agreements already have been reached by 10 other local independents.

Deadline Extended

DEADLINE for filing of comments and briefs on FCC's proposal to establish a new disaster communications service has been extended by the Commission until Oct. 15. Previous deadline was Sept. 15 [BROADCASTING, Sept. 18]. Extension was granted upon the request of the newly established Civil Defense Office of the National Security Resources Board, which indicated FCC's proposal is of primary interest to that office.

we've got 12,441 of them!

That's the final count — 12,441 slogans submitted in WSYR's Anti-Hoarding Slogan Contest.

A joint promotion of WSYR-AM and WSYR-TV, the contest ran two weeks—drew entries and interested comments from all over Central New York.

People in the rich Central New York market watch and listen to WSYR. It's a wonderful way to put your own promotion across.

WSYR SYRACUSE
AM • FM • TV

The Only Complete Broadcast Institution in Central New York
NBC Affiliate — Headley-Reed, National Representatives

WREN
-ABC-
is the PEAK in TOPEKA
REPRESENTED BY
WEED & COMPANY

On All Accounts

(Continued from page 10)

moved to Denver to take the post of radio director for Marshall Robertson.

The Kranz "fresh approach" was responsible for such unusual commercials as those produced for a realtor in Denver. Walt created a series of dramatic spots for the concern animating its telephone number—which in the form of a little man with a high but pleasant voice was heard as the counselor who could help solve real estate problems. The series was so successful that the station carrying the broadcasts based a promotion campaign on the results.

Another one-minute dramatic spot pointed up consequences which the business man might encounter if he didn't have the protection offered by an agency client—a burglar alarm company.

Walt's ability is not static on the typewriter. He also is a pianist and has composed, played and sung a number of transcribed jingles for the agency's clients. One of the jingles is broadcast six times daily in Denver, twice daily in Colorado Springs and twice daily in Pueblo for the Weicker Transfer & Storage Co., a firm made radio famous in the area by Walt. Other singing commercials composed by Walt have been used extensively for a cleanser and a dry cleaning product and for a man's furnishing store.

Since there's no limit to the amount of ideas which can spring from Walt's nimble wit, his accomplishments range a bit afield from radio advertising. He has authored free-lance fiction — Walt's published magazine stories total five; he has had two songs published by BMI: "X Marks the Spot," and "Shy Anne From Old Cheyenne."

At one time he used to fit in an occasional job with local dance bands just for the "kicks," as Walt describes the one-night stands. A father of two boys, Dick, 3, and Howard, born seven months ago, Walt now finds little leisure time to join a band for the fun of it—he's too busy thinking up commercials—the kind that sell.

KSIJ Studios

KSIJ Gladewater, Tex., has moved to studios in the new T. W. Lee Building, according to Joe M. Yowell, manager. A formal opening of the new studios is planned for the near future. Mr. Yowell said the Lee building was built at a cost of $1,000,000 with the studio portion costing $100,000.

BAB PORTFOLIO

Wins in DMAA Contest

BAB's 1950 direct-mail portfolio has been selected as "Best of Industry" in the business service association category of the Direct Mail Advertising Assn.'s 1950 contest.

The award was made at the DMAA's 33rd annual conference, Oct. 4, at the Roosevelt Hotel, New York and given to BAB for its first year direct mail activities prepared by O'Brien & Dorrance Inc., New York, under direction of Maurice B. Mitchell, BAB's originator. The portfolio included introduction of promotion aids devised by BAB for NAB member stations and direct mail campaigns for NAB member stations for local printing and mailing.

The radio and television decision was given to CBS under supervision of Louis Hausman, vice president, while an outstanding campaign award was received by Allen F. Hurlbut, art director, NBC.

RADIO FEATURES

38 Buy Three Packages

THIRTY-EIGHT stations have bought three of the top syndicated packages offered by Radio Features, Chicago. Top among the three is *Tello-Test*, now aired on more than 250 stations.

Buyers include KPOA Honolulu, WKAM Warsaw, Ind., KTBS Shreveport, La., WWSO Springfield, Ohio, KIRK Kirksville, Mo., KOIL Omaha, WKNE Keene, N. H., WDOS Oneonta, N. Y., WWNC Asheville, N. C., WSTP Salisburg, N. C., WESB Bradford, Pa., WLBR Lebanon, Pa., WRNO Orangeburg, S. C., WTJS Jackson, Tenn., KSKY Dallas, WHIT Lampasas, Tex., KLVT Levelland, Tex., WWVA Wheeling, W. Va., WOMT Manitowoc, Wis., WNAM Neenah, Wis., KGCU Mandan, N. D., WWPA Williamsport, Pa., WFKY Frankfort, Ky., WABB Mobile, and WGN Chicago, last of which broadcasts the show twice daily now. Eight new buyers of the *Deems Taylor Concert* are KFMJ Tulsa, KASI Ames, KRUX Phoenix, WIGN Kokomo, WGAC Augusta, WWBZ Vineland, N. J., KGNC Amarillo, and WTAX Springfield. *Tune-Test*, new musical giveaway, has been sold to WWDC Washington, WDSU New Orleans, WSIX Nashville, WWSO Springfield and WFAS White Plains.

Richard C. Koster

RICHARD C. KOSTER, 31, director of public relations for the Federation for Railway Progress, died in Washington Sept. 29 after a long illness. Formerly in public relations capacities with WCAU and WFIL-TV Philadelphia, Mr. Koster joined the federation in 1949. He leaves his widow, Victoria; a son, Richard; his father, three brothers and four sisters.

USED BY MORE RADIO STATIONS THAN ALL OTHER TAPE RECORDERS COMBINED

GREATEST FLEXIBILITY

In the studios or out, a Magnecorder meets every need. Mount a Magnecorder in a rack or console cabinet for delayed studio or network broadcasts. For remotes, a Magnecorder is ready to go in its really *portable* cases.
Add to your Magnecord equipment as you need it — combine and carry Magnecorders to suit every purpose.

HIGH FIDELITY, LOW COST

Users are enthusiastic about the lifelike tone quality and low distortion of Magnecordings. Magnecord frequency response: 50-15 kc ± 2 db. Harmonic distortion less than 2%. Signal-noise ratio: 50 db. Meets N.A.B. standards. No other recorder offers such high fidelity at such a low price.

MORE FEATURES

Your Magnecorder, new or old, can now have 3 heads (separate erase, record, and playback) to permit monitoring from tape. Three speeds (15"-7½"-3-¾") — up to an hour on a 7" reel — available on both PT6 and PT63 equipment. Dual track heads also available if desired.

Write for NEW CATALOG

MAGNECORD, Inc., Dept. B10
360 N. Michigan Ave., Chicago 1, Ill.
Send me latest catalog of Magnecord equipment

Name.....
Company.....
Address.....
City.....Zone.....State.....

A Magnecorder is really *portable!*

MAGNECORDER
For every purpose . . . every purse!

PT6 SERIES
Most widely used professional tape recorder in the world.

PT63 SERIES
Three heads to erase, record, and monitor from the tape.

PT7 SERIES
A complete console for only $950.00. Outstanding features and flexibility. Models for portable or rack mount also available.

KVOO
OKLAHOMA'S GREATEST STATION FOR 25 YEARS

27% HIGHER!

In Oklahoma's richest concentrated market, there are 1,270,040 radio families.

The center of this vast, fertile market is Tulsa, the Oil Capital of the World, having more oil producing, refining, and marketing companies maintaining offices there than in any other city.

Indicative of the standard of living in this market is the fact that 90% of Tulsa's families enjoy telephone service! That's 27% higher than the national average (63%), and outstanding in the southwest region. By comparison, it is 21% higher than Houston, 14% higher than Dallas, and 9% higher than Oklahoma City.

ONLY KVOO
BLANKETS THIS RICH
CONCENTRATED MARKET!

According to 1949 BMB Station Audience Report, KVOO has:

411,380 daytime families
455,920 nighttime families.

See your nearest Edward Petry & Company office or call, wire or write KVOO direct for availabilities.

NBC AFFILIATE
50,000 WATTS

KVOO
BLANKETS OKLAHOMA'S NO. 1 MARKET

air-casters

CHARLOTTE F. STERN, former director of advertising and promotion, Dumont TV Network, returns to same post after two years' absence, during which she headed her own TV program sales organization.

RICHARD BLAKE, promotion department Time Inc., rejoins NBC as specialist in on-the-air promotion.

FRANK BIGNELL, program manager WTMJ Milwaukee, named traffic manager. BRUCE WALLACE to manager public service broadcasts and promotion for WTMJ-AM-TV.

DAVID M. CRANDALL, producer-director of studio telecasts KGO-TV San Francisco, to NBC-TV New York as director on *Colgate Hour*.

ZACK BETTIS, public relations director WFAA-TV Dallas, to continuity director WFAA-AM, succeeding LOUIS BREAULT, now in Army. STAN RADOMINSKI shifted from publicity to continuity. LAVERNE LONGINO, Baylor U. station KIYX, to WFAA continuity staff.

VIC ROBY, announcer *Rudy Vallee Show*, WOR New York, to NBC announcing staff.

RAY WHITEHOUSE, producer of CBC Montreal, to production staff of CBR Vancouver.

DANIEL CONNELL, CBS Hollywood and WHOT South Bend, Ind., to ABC Chicago continuity. DON CARRELL, promotion, to ABC continuity. D. THOMAS MILLER to research.

CANDY COLBERT, daughter of **Jean Colbert**, women's commentator WTIC Hartford, Conn., to WBNS Columbus, Ohio, as disc jockey.

PENELOPE BODEN, receptionist KCBS San Francisco, to record librarian.

CHARLEY WOODS, WOSC Fulton, N. Y., to WENE-AM-FM Endicott, N. Y., as staff announcer.

FRANK STANLEY, announcer of CBW Winnipeg, joins special Canadian UN military force.

TOM STEWART, for 15 years with WSM Nashville, most recently as director of publicity and promotion, to WSIX Nashville as director of programming, publicity, promotion and public relations.

JACK CRAINE, announcer CBX Edmonton, to production staff CBM Montreal.

BOBBE KENNER to KBOW Omaha traffic manager.

MIKE RICH, WHLI Hempstead, L. I., to announcing staff WAAT and WATV (TV) Newark.

GEORGE FISHER, KNX Hollywood newsman, named Columbia Pacific Network motion picture editor.

RALPH LEVY, CBS TV production staff, named network producer. Will produce and direct *George Burns and Gracie Allen Show* and produce *Alan Young Show* on CBS-TV. RICHARD LINKROUM, formerly producer of latter show, named director *Jack Benny (TV) Show*. ALAN DINEHART named director of Young show.

JACK OWENS starts two hour TV show, *Jack Owens' Branch Bunch*, on KLAC-TV Los Angeles, Sun.

RICK CAMPBELL to announcing staff CHUM Toronto. LEE STUBBS rejoins CHUM as program director.

PERRY WOLFF, writer-producer WBBM Chicago, is author of seven war sonnets which have been published by The Attic Press, Richmond, Va.

JOSEPH STRADER transfers from traffic at WBBM Chicago to continuity editor, replacing BOB HARTMAN, resigned to move to L. A. JIM PEYTON named page captain at WBBM, replacing AL MORGAN, transferred to traffic.

GLENN CARLSON, NBC Hollywood guest relations staff, named program traffic supervisor in network sales and program traffic department. Replaces BILL LOUDON, recently inducted into Army.

JOE KNIGHT, disc jockey KRMG Tulsa, to duty with Army.

MARILYN MULLIN, YVONNE MARTIN to KCBS San Francisco as page girls.

JOHN J. MAHONEY, WILLIAM A. KENNEDY, JAMES F. X. MULLEN, students Fordham U. Dept. of Communication Arts radio division, to WRUV-FM Fordham U. staff.

LT. ROBERT B. MACKALL, program manager of WFMJ Youngstown, Ohio, to Fort Sam Houston, Tex., as public relations officer in charge of radio-TV.

BOB HEISS, announcer, m.c. WTMJ Milwaukee, to *The Man Next Door*, WTMJ-TV.

LIONEL POULTON, production department KDKA Pittsburgh, to Carnegie Tech as instructor of radio acting and production.

BILL CERRI, WGAT Utica, N. Y., to announcer WASH(FM) Washington.

ALICE FREER, wife of former Federal Trade Comr. **Robert Freer**, returns to WMAL Washington as women's commentator.

MALCOLM CLAIRE, WLS Chicago, to WQAM Miami, as m. c. *Mal Claire Show*.

BILL MASON, chief announcer KXL Portland, Ore., father of boy, Scott Roger, Sept. 22.

MELVIN T. MUNN, KRLD Dallas announcer, rejoins Republic National Bank, Dallas.

BOB CALLAHAN, "Young Man with a Song," KCBS San Francisco, to New York. Auditions being held to find replacement on musical show.

CARL J. REECE, announcer WJER Dover, Ohio, father of boy.

GEORGE BISHOP, CJAD Montreal morning m.c., presented Montreal weather office staff citation as "Maestro of Metorological Muttery, Grade 3," for answering listeners' weather questions on show.

LAWRENCE WHITNEY, WGN Chicago public relations, father of girl, Maurine Elizabeth, Sept. 25.

News . . .

IRVING HAMLIN to NBC Hollywood as news editor. Was publicity director KFWB Los Angeles.

JACK WHITE, newscaster WJR Detroit, named news editor. Succeeds GEORGE CUSHING, vice president, who takes over administrative duties.

BILL KENNEALLY, director news and special events KFMV(FM) Los Angeles, to KNX Hollywood as staff newsman.

GEORGE WINTERS, WCKY Cincinnati newscaster and announcer, to active duty with Marine Corps.

ART ELMONN, freelance radio-TV announcer-actor in N.Y., to WGNR New Rochelle, N. Y., as newscaster-disc jockey.

DICK YOAKAM, night news editor WHO Des Moines, Iowa, to news director KCRG KCRK (FM) Cedar Rapids.

GORDON L. JONES, commentator of CBC International Service, Montreal, resigns to join Radio Hilversum, Netherlands, as English commentator.

DAVID VAILE, CBS newscaster, is narrator on recently released Paramount Pictures documentary, *The New Pioneers*.

SY LEVY, WTXL W. Springfield, Mass., to WREB Holyoke, Mass., as newscaster, disc jockey.

PACIFIC REGIONAL Network currently carrying broadcasts of Los Angeles Rams professional football games. Broadcasts coming direct to affiliates from point of origin through KFMV Hollywood.

MORE AUDIENCE — MORE MAIL
MORE ADVERTISERS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

Strictly Business

(Continued from page 12)

commander in the Navy during the war.

John Richard Overall was born 48 years ago in Murfreesboro, Tenn., the youngest of seven children. After attending the Murfreesboro public schools, he entered Vanderbilt U. in 1920. Taking a leading part in campus activities, he was elected vice president of the Owl Club, junior honorary society.

During his last two years in college, Jack worked parttime for the American National Bank in Nashville, continuing as a teller following his graduation. One day, Frank Whitfield, district manager of the Portland Cement Assn., appeared at his window and offered Jack an opportunity with the association as field engineer—this was his major course at Vanderbilt.

The budding banker accepted, his new position carrying him to different parts of the south, promoting and improving the use of cement. "That was really selling," Jack now observes.

Left Portland in 1929

In 1929, he left Portland to become sales engineer of Penn Dixie Cement Co. Two years later, the depression, plus the election of Gifford Pinchot as governor of Pennsylvania, found him in the ranks of the unemployed. The Pinchot campaign ticket "strongly recommended curtailment of the further use of concrete in road-building."

On July 1, 1931, Jack entered radio. Through a friend of George McLelland, then executive vice president of NBC, he met and was offered a job by Roy Witmer, then NBC sales manager.

At NBC he handled such well-known accounts as American Tobacco and Cities Service, as well as shows with Walter Winchell, B. A. Rolfe, Phil Cook, the late Floyd Gibbons, *Amos 'n' Andy*, *The Goldbergs*, etc. After the formation of Mutual in October of 1934, Jack kept a close eye on its progress and, on May 11, 1936, he arrived at 1440 Broadway.

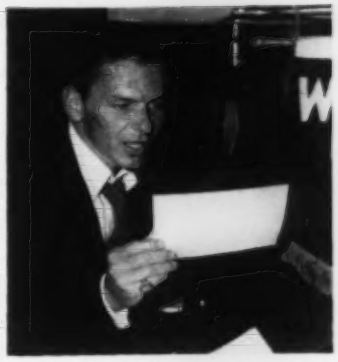
In his association with Mutual, he has seen the network grow from 12 to 512 stations. He has handled, or is handling, advertisers such as General Foods, Kellogg Co., Grove Labs, Ronson, Gulf Oil, Coca Cola, to name but a few.

Jack resides on Park Ave., New York. He is married to the former Florence Kimbrough. They have one child, John R. Jr., 3½.

He belongs to the Radio Executives Club, board of directors of the Vanderbilt Alumni Assn., Phi Kappa Sigma, Tennessee Society of New York, Semi-Colon Club and is vice president of the Vanderbilt Club of New York.

Always fond of athletics, he is an enthusiastic golfer and wishes he were better at it. He's classed as an expert fisherman and also goes in for bridge and poker.

His philosophy in selling: "Sell only something you believe in."



Mr. Sinatra mans WEEU mike and telephone on behalf of Salvation Army building fund. →

Shortwave Monument

MONUMENT commemorating the first shortwave radio message to span the Atlantic will be dedicated Oct. 21 at Greenwich, Conn., by The Radio Club of America Inc. Dedicatory speaker will be Dr. O. H. Caldwell, well-known editor, author and former FCC member. In conjunction with the dedication, the club is presenting an issue of its proceedings entitled "The Story of the First Message Sent Across the Atlantic in Short Wave by the Men Who Sent and Received It."

BUILDING FUND

Sinatra Spurs WEEU Drive

THANKS to the efforts of radio singer Frank Sinatra and a fireball promotional drive by WEEU Reading, Pa., the city's Salvation Army building fund piled up $44,687.66 in pledges and the station and actor-singer emerged with a generous portion of good will.

The station credited the success to the "effusive personality, inexhaustible effort and untiring strength" of Mr. Sinatra, who manned the WEEU mike and telephones from 11 p.m. Sept. 10 to 3:45 a.m. Sept. 11, chatted with contributors and spun discs. But the station itself pushed Mr. Sinatra's appearance with some 75 spots, 100 window displays and building signs, and over 250 station call reminders.

Idea was conceived originally as a half-hour venture by Nan Heckman, WEEU promotion director, and George Carroll, program director, and took shape when the old Salvation Army structure burned down.

FLORIDA DISPUTE

Write-in Candidate's Rights

A DISPUTE involving several Florida stations and an independent write-in candidate for the U. S. Senate—concerning the candidate's rights to time on the air under FCC's political broadcast rules—appeared last week to have been resolved at least partially in the candidate's favor.

Spokesmen for some of the stations said they had accepted Stetson Kennedy's request for broadcast time after being convinced that, under the Florida laws, he meets the state's qualifications for a write-in candidate. Others reportedly are selling time to no Senatorial candidates.

Mr. Kennedy said FCC had "assured" him he has the same broadcast rights as other candidates.

He was reported to have protested to FCC earlier that stations in Jacksonville, Tampa, and Miami had refused him time. Details of the complaint were not disclosed, but it was understood the Commission forwarded him copies of the pertinent rules and, following usual procedure, undertook to elicit details of the case.

Mr. Kennedy announced his write-in candidacy — opposing George Smathers, winner of the Democratic nomination, which is tantamount to election—in Jacksonville on Aug. 13. In his announcement speech he reportedly lambasted the Ku Klux Klan and suggested that Communist China be admitted to the United Nations.

Some of the stations which accepted campaign speeches of Mr. Kennedy accompanied the transcriptions with an announcement that they did not endorse the candidate but were presenting him in the interests of free speech and in accordance with FCC rules.

WHEN YOU BUY
k-nuz
YOU BUY A
top personality

"BUZZ" BERLIN

was voted most popular disc-jockey in Houston in a recent contest* conducted by a Houston newspaper.

In the same contest hillbilly was voted the best-liked music.

**Contest details on request.*

Paul Berlin appears on:
"K-NUZ Corral," 11 A. M. to 1 P. M. Monday thru Friday, and the "Paul Berlin Show," 4 P. M. to 5 P. M., Monday thru Friday. One quarter-hour segment is now available, Monday thru Friday.

Before you buy the Houston market, check the top Hooperated availabilities K-NUZ offers. You'll be dollars ahead in sales and savings.

CALL, WIRE OR WRITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801

k-nuz
(KAY-NEWS)
9th Floor Scanlan Bldg.
HOUSTON, TEXAS

The No. 1 Station in Penna's. 3rd Market

WILK
AM-FM (ABC)
Wilkes-Barre, Pa.

Soon . . .

5000
WATTS (Daytime)
1000 Night-time

★ ★ ★

Wilkes-Barre's Best Radio Buy!

★ More Power
★ More Listeners
★ More Sales

The Wilkes-Barre Metropolitan Area Is Exceeded in Population Only by Philadelphia and Pittsburgh

★

AVERY-KNODEL, INC.
Nat'l. Rep.
608 Fifth Ave., New York 20

P. S. Schedule WILK Now at Present Low Rates

allied arts

WILLIAM L. SNYDER, former salesman Minnesota Mining & Manufacturing Co., and Chicago *Tribune* to Music Corp. of America Cleveland office as salesman MGM Radio Attractions. He will cover Ohio, West Virginia and Kentucky.

ROBERT S. RODWIN to news editor Telenews Productions Inc., N. Y., TV newsreel producers. Replaces WILLIAM P. MONTAGUE Jr., resigned.

CLAUDE BARRERE to eastern representative for Hayes-Parnel Productions Inc., Hollywood film producer, now offering number of TV films to stations.

INGRAHAM READ, publisher Oakland *Post-Enquirer*, becomes vice president and Pacific Coast manager Maloney, Regan & Schmitt, advertising representative firm, S. F., effective Oct. 16.

F. KEITH TRANTOW to George R. Turpin & Assoc., promotional sales organization, Fort Worth, Tex., handling copy. EARL C. NEIFER to sales manager for firm.

SACRED RECORDS Inc. moves to 342 North La Brea, L. A. 36. Telephone: Webster 3-8241.

PROFESSIONAL MARKETING SERVICE, market counselling-research organization, established by Sidney N. Wagner, former market analyst Standard Brands and Schenley Distillers and director research Broadcast Music Inc.

MUSIC CORP. OF AMERICA, Chicago, signs TV Star TONI GILMAN to long-term exclusive management contract. Miss Gilman currently has her own show on WENR-TV (ABC) Chicago. RAOUL KENT handled negotiations for MCA.

STORECAST CORP. enters N. Y. and N. J. market. Among stores to receive services in area are 114 Acme Markets of American Stores Co. in northern N. J. Sponsors of broadcasts to Acme include Armour & Co., General Foods Corp., American Home Foods Inc., Swift & Co. and Beech-Nut Packing Co.

Equipment . . .

CLARENCE E. LINDSTROM, Philco manager distributor operations, to western sales manager, replacing CLIFF S. BETTINGER, retired.

JOSEPH H. MOSS Jr., sales manager DuMont Labs, Chicago, named manager distribution for Receiver Sales Div., DuMont Labs, N. Y.

ROBERT S. BELL, member of board of directors Packard-Bell Co., L. A. (radio-TV set manufacturer), elected executive vice president.

STANDARD Radio Transcription Service, Chicago, announces October release of 100 transcribed commercial jingles as no-cost "extra" to all subscriber stations.

BROADCAST MUSIC Inc. completes reciprocal agreement with Spanish Performing Rights Society (SGAE) for Spanish music.

CLAROSTAT Mfg. Co., Dover, N. H., data sheets on TV control and resister replacements available direct or via Clarostat distributors.

LOUIS G. COWAN Inc., N. Y., program production firm, establishes new division for program promotion-development under direction of MANNY REINER, formerly David Selznick Enterprises executive.

Technical . . .

CHARLES SEATSEMA, WGN-TV Chicago floor director, named cameraman.

CLIFFORD LOVE, transmitter engineer WJER Dover, Ohio, to active duty as corporal Marine Corps Reserve.

GARLAND JOHNSON, transmitter engineer WSVS-AM-FM Crewe, Va., joins RCA Service Co., Richmond, Va.

JIM HOBSON, KLAC-TV Hollywood cameraman, and Elsie Homes, actress, married Sept. 16.

Vern Hansen

FUNERAL services were held Wednesday on the U. of Wisconsin campus, Madison, for Vern Hansen, 39, WTOP-CBS Washington announcer and widely known radio personality, who was found dead in his Arlington, Va., home Sept. 30. Mr. Hansen, who was m. c. for WTOP's *You're the Top* participation quiz show, *Quizdown* and other programs, was born March 28, 1911, in Racine, Wis. A graduate of the U. of Wisconsin, where he served as announcer at WHA, university station, Mr. Hansen joined WGN Chicago in 1936 and WTOP in 1942. He took a year's leave to serve with OSS as film editor and narrator and rejoined WTOP in October 1943. Mr. Hansen is survived by his widow, Jane; his mother, Mrs. Niels U. Hansen; a brother, Alfred, and a sister, Mildred, all of Racine.

NBC CONVENTION

400 Scheduled to Attend

THREE-DAY annual convention of NBC and its affiliates, Oct. 18-20 at the Greenbrier Hotel, White Sulphur Springs, W. Va., will be attended by more than 400 broadcasters, NBC announced last week.

Niles Trammell, NBC chairman of the board, will open the business sessions, all of which will be closed to all but network and station personnel, on Oct. 18 at 10:30 a.m. Joseph H. McConnell, NBC president, will deliver the keynote address, to be followed by a report of Clair McCollough, president and general manager of the Steinman stations and chairman of the NBC stations planning and advisory committee.

Denny Address

Further talks to be made on the first day of the meeting—devoted to radio — will include one by Charles R. Denny, executive vice president, who has been heading the radio network of NBC pending appointment of a vice president in charge of that department.

Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, will deliver the principal address on Tuesday, a day set aside to discuss television. Mr. Weaver will be followed by several NBC-TV executives.

A meeting restricted to affiliated stations will be held Friday morning, Oct. 20, with Mr. McCollough in charge. That afternoon network executives will join the affiliates to discuss questions brought up at the morning meeting.

Michigan Meet

MICHIGAN AP Broadcasters Assn. will meet in Lansing Nov. 10, immediately preceding the convention of the Michigan Assn. of Broadcasters at Hotel Olds in Lansing. Lester W. Lindow, general manager of WFDF Flint, is president of the AP organiaztion. Delegates to both meetings will see the Michigan State-Minnesota football game at East Lansing Nov. 11.

OCTOBER 9, 1950

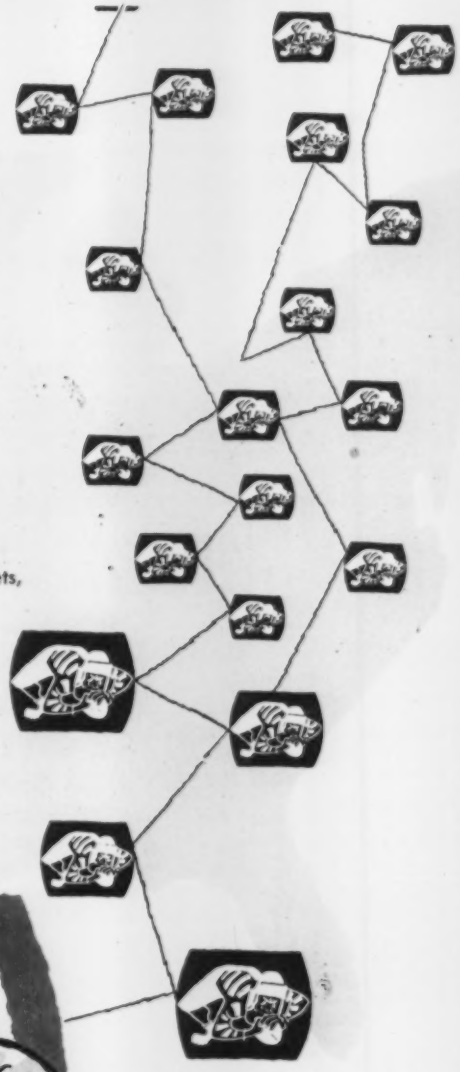
TELECASTING

A Service of BROADCASTING Newsweekly

DU MONT CLEARS LARGEST LIVE NETWORK IN TV FOR CHEVROLET

For its Chevrolet-sponsored telecasts of the Notre Dame football games, Du Mont has cleared the largest live network in television — 44 major markets, inter-connected for the first time and covering 6.5 million TV families, 83% of all America's telesets!

Network or local — programs or spots — look to Du Mont to clear time and talent for any budget. And Du Mont — daytime or nighttime — continues the pioneering that brings you ever larger audiences at ever lower costs!



NEW YORK
PHILADELPHIA
BOSTON
BALTIMORE
WASHINGTON
PITTSBURGH
BUFFALO
ERIE
TOLEDO
ROCHESTER
DETROIT
ST. LOUIS
NORFOLK
CHICAGO
COLUMBUS
CINCINNATI
DAYTON
GRAND RAPIDS
SYRACUSE
JOHNSTOWN
CLEVELAND
MILWAUKEE
RICHMOND
SCHENECTADY
MEMPHIS
LOUISVILLE
OMAHA
INDIANAPOLIS
ROCK ISLAND
PROVIDENCE
AMES
MINNEAPOLIS
KANSAS CITY
UTICA
GREENSBORO
CHARLOTTE
JACKSONVILLE
KALAMAZOO
BIRMINGHAM
HUNTINGTON
NASHVILLE
BLOOMINGTON
ATLANTA
LANSING

61 Stations

TELEVISION DUMONT NETWORK

The Nation's Window on the World

A Division of the Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22, N. Y.
MUrray Hill 8-2600

Copyright 1950

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

OCTOBER 9, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

COLOR DECISION IMMINENT

CBS System Approval Likely

(Digests of replies to bracket-sets plan, page 57)

FCC ACTION this week on the color television question appeared likely after an all-day exploratory conference of the Commissioners last Wednesday, with the odds seemingly favoring approval of the CBS system.

Whether manufacturers generally would accept such a decision and move promptly toward substantial production of CBS sets and station equipment was an open question. A court appeal seemed a more likely first result.

FCC has no compulsory authority over manufacturers and for the most part they have opposed the incompatible system, though they generally would be expected to manufacture in proportion to public demand.

In any event it appeared probable that a pro-CBS decision by the Commission would still leave CBS with a major promotion job on its hands.

FCC's Wednesday color conference canvassed the manufacturers' Sept. 29 replies [TELECASTING, Oct. 2]—and those that came in the mails Monday—to the FCC Color Report's proposal that they build "bracket sets" as the only alternative to immediate adoption of the CBS system. No manufacturer said he could meet FCC's apparent early-November deadline for starting to include "brackets."

Petition Not Considered

The conference did not consider a petition by RCA—filed that same day—asking FCC to review improvements in the RCA compatible system between Dec. 5 and Jan. 5, and to view experimental broadcasts of the RCA, CBS, CTI and other color systems until June 30, before making a final decision.

"By June 30," RCA said, "we will show that the laboratory apparatus which RCA has heretofore demonstrated has been brought to fruition in a commercial, fully compatible, all-electronic, high-definition system of color television available for immediate adoption of final standards."

The petition, filed by C. B. Jolliffe, executive vice president in charge of RCA Labs Division, noted that manufacturers' replies to the "brackets" proposal showed it to be "not practical."

"Since the majority of the Commission felt the most desirable course was to allow more time for the development of all color systems, subject only to a condition which has now been shown to be impractical, we submit the Commission should now allow that time," RCA declared.

The petition took its proposed dates from FCC's Color Report and Comr. Frieda B. Hennock's separate statement [BROADCASTING, Sept. 4]. The Dec. 5 to Jan. 5 period was specified in the Color Report as the time when the various systems meeting FCC's color "criteria" would be demonstrated if bracket standards were adopted and a final color decision delayed. The June 30 date was mentioned by Comr. Hennock as her preferred deadline for development of a satisfactory compatible system if bracket standards permit delay.

Paul V. Galvin, president of Motorola, meanwhile wired the Commissioners to urge that a hearing be held "to obtain complete and accurate information on bracket standards before taking any further action on color television." This move was suggested in view of manufacturers' inability to meet FCC's timetable for bracket standards, their lack of "sufficient technical data on bracket standards," and the "impact of the Commission decision on the public, the broadcasters and the television set manufacturers."

No Color Requirement Seen

It was not considered likely that FCC would accompany a color-now decision with a requirement that telecasters devote a specified number of hours to color broadcasting. The decision to go into color or to continue solely in monochrome would be left to individual station operators, observers believed.

Belief that the Commission would be inclined to give early authorization to the CBS system stemmed in large measure from the theory and language of the Color Report.

The Report held that the CBS system is the only system that is ready now, but that post-hearing developments and certain other questions present FCC with "the difficult choice" between authorizing CBS color immediately or reopening the hearing record.

"The answer as to which course of action to choose depends on whether a method exists for preventing the aggravation of the compatibility situation if a final decision is postponed," the Report said. "If there is no method to accomplish this, the Commission believes that a final decision should not be delayed and that the CBS color system should now be adopted."

Bracket standards were proposed as a means of permitting delay without aggravating the compatibility problem. Manufacturers said they were physically unable to meet FCC's apparent timetable.

The Color Report said "if the bracket standards cannot be made final without a hearing"—which

(Continued on page 68)

MEDIA EXPANSION

Donaldson Cites TV

GROWTH of television should bring wider use of other media, Ben R. Donaldson, Ford Motor Co. director of advertising, declared Friday at the Seventh Annual Advertising Conference held at Ohio State U., Columbus.

Discussing TV's progress and its impact on radio, Mr. Donaldson recalled that despite its "bright promise," television "cannot be expected to carry the full burden of any company's advertising. The addition of a new salesman, no matter how effective, has never made advisable the dismissal of all the rest of the staff.

"Actually, the growth of radio witnessed even wider use of other media. The same can be true in the case of television. In fact, it might be reasoned that the healthy competition which television is going to offer other media will spark advances in techniques and ways of using those other media more effectively."

Reviews TV Growth

Mr. Donaldson reviewed TV's progress from its early days to its present state. He offered charts showing the effect of TV on radio in New York City homes, using December 1949 statistics. He showed how the number of TV homes is increasing faster than the most optimistic persons had anticipated.

(Continued on page 69)

*STATUS OF TV OWNERSHIP AS OF JANUARY 1, 1951 IN RELATION TO IMPORTANT MARKETING ASPECTS
(U.S. RADIO HOMES)
56% of homes will be in TV Service Areas
34% of all homes in TV Service Areas will have TV Sets
19% of all U.S. Homes will have TV Sets
TOTAL U.S. HOMES
HOMES IN TV SERVICE AREAS 56%
TV Service Areas 22,113,000 (56%)
Non-Service Areas 17,162,000 (44%)
U.S. Radio Homes 39,275,000 (100%)
TOTAL TV SERVICE AREA HOMES
TV HOMES 34%
TV Homes in Service Areas 7,600,000 (34%)
Non-TV Homes in Service Areas 14,513,000 (66%)
Homes in TV Service Areas 22,113,000 (100%)
TOTAL U.S. HOMES
TV HOMES 19%
TV Homes 7,600,000 (19%)
Non-TV Homes 31,675,000 (81%)
Radio Homes 39,275,000 (100%)

* Mr. Donaldson noted that since preparation of this chart NBC has revised its estimate of homes owning TV sets in TV areas from 34% to 41%, and all U. S. homes from 19% to 23%.

Set Manufacturers' Replies to FCC Proposal for Production of 'Bracket Sets'

FOLLOWING are digests of replies received by FCC last week from manufacturers who had not responded earlier [BROADCASTING, Oct. 2] to Sept. 1 Color TV Report's proposal for production of "bracket sets" as the only alternative to immediate approval of the CBS color system:

* * *

PHILCO Corp., Philadelphia
(By William Balderston, President)

PHILCO Corp. and its subsidiary Philco Television Broadcasting Corp. feel FCC's proposal to adopt bracket standards without hearing is contrary to public interest and was made "without full information as to the factors involved," and that the request to manufacturers exceeded FCC's lawful powers.

Philco is continuing an "intensive development program" in an effort to produce adapters for present sets and to develop a program for inclusion of dual standards (as distinguished from bracket or variable standards, whose development is "far more difficult"). But it "will not be technically or physically possible to meet the suggested schedule proposed in the Commission's report." Philco "cannot agree to build all of its television receivers on the basis outlined by the Commission so as to be capable of operating within the proposed brackets," though it will "continue to cooperate fully with the Commission in its studies and development work."

Bracket standards were not discussed in the hearing and FCC's plan allowed no time for field-testing them. "We do not believe we should offer a product to the public before it has been thoroughly field-tested under home-use conditions." Further, "design work on bracket receivers or adapters cannot proceed very far until the standards for the color signals are precisely defined," and color standards have not yet been set.

It has been FCC's established policy to maintain adopted standards "in order to protect the equipment which has been sold to the public." Yet the standards changes now proposed by FCC, if adopted, "will result in a black-and-white picture of inferior quality," and the cost of adapting present sets will be even greater than estimated in the hearing. FCC "should not break faith with the present set owners."

While FCC in the past has followed a policy that, in setting standards, the proposed system must be "as good as can be expected within any reasonable time in the foreseeable future," the CBS system "admittedly" does not meet that test.

"The adoption of the CBS system on the basis proposed without opportunity to file briefs or exceptions to a proposed decision is contrary to the public interest. The program set forth in the Report, if carried out, will cause irreparable injury to broadcasters, manufacturers, and present set owners."

* * *

MOTOROLA Inc., Chicago
(By Paul V. Galvin, President)

MOTOROLA is "thoroughly convinced that the time allotted for a manufacturer to incorporate bracket standards into his production is inadequate" and any formalization on such short notice as mid-November "would result in nothing except chaos."

Motorola recommends:

(1) Further time be allowed manufacturers to study technical aspects of bracket standards and determine whether they can build with high quality reasonably priced bracket-standards receivers; (2) Following date established for (1), an extended period should be allowed for detailed engineering and procurement required to put bracket-standards sets in hands of public; (3) In meantime, FCC should follow through with intention of starting Dec. 5 to study all developments in color since close of color hearings.

Matter has received "concentrated attention of our top management group as well as of our top technical people." Motorola could not deal with complex problem either hastily or lightly since it goes beyond specific decision about adoption of technical standards for color TV system. Question of bracket standards brings forth "an extremely delicate problem of transition . . . the time required to change our production from present sets to those capable of operating on bracket standards."

Problem of transition "revolves around the matter of compatibility. . . . I counsel the Commission to seriously consider all of the elements involved in stepping in the direction of bracket standards. Among these are the employment of hundreds of thousands of workers, the activities of thousands of dealers and their employes, and the interests of the public at large."

Integration of bracket standards into our manufacturing is not a "minor modification." Bracket standards covering the full range "require a complete chassis redesign."

Engineering memo accompanying Mr. Galvin's letter, prepared by E. B. Passow, Motorola television product manager, outlined technical details and timetable for two approaches to conversion problem. Dual standards conversion, termed "quickest type of job we could do" and providing for reception of

(Continued on page 59)

SETTING contract for Ironrite Inc. sponsorship of ABC's *Hollywood Screen Tests* are (l to r): Seated, Paul Mowrey, ABC program dir.; Richard Dabney, v. p., Ironrite; standing, Hugh Hole, radio-TV dir., Brooke, Smith, French & Dorrance; Gene Wyatt, ABC-TV sales; Richard Sierk, Ironrite.

JOHN A. MARGOLIS (center), president of the Margo Wine Co., Philadelphia, completes agreement to sponsor the *Film Playhouse*, hour-long television program on WPTZ (TV) Philadelphia. Watching are J. M. Korn (l), head of Korn Advertising, and Harold F. Pannepacker, WPTZ.

CLOSING the deal to present the Vienna Philharmonic Orchestra over WLWD (TV) Dayton are (l to r): William Tolle, general manager, Anderson Piano Co., sponsor; Lincoln Scheurle, television producer-director, Hugo Wagenseil & Assoc. agency; Helen Hall, Anderson's adv. director.

DISCUSSING plans for weekly *Inside Football* on WWJ-TV Detroit, sponsored for the second year by Goebel Brewing Co., Detroit, are (l to r) Edwin J. Anderson, Detroit Lions president; Coach Bo McMillin, and Van Patrick, WJR sportscaster

DAYTON (Ohio) Power & Light Co.'s sponsorship of 15-minute show on WHIO-TV Dayton is launched by (l to r) K. Fitzpatrick Jr., the firm's public relations director; Hugo Wagenseil, Hugo Wagenseil & Assoc., agency; K. C. Long, power company president.

CHICAGO National Bank signs for WGN-TV Chicago news telecast featuring Writer Austin Kiplinger (r) who will analyze and document news Monday-Friday, 6:30-6:45 p.m., CST. With Mr. Kiplinger are J. R. Pershall (l), Pershall Advertising Agency, and Lester Armour, chairman of the bank.

YEAR'S pact to continue *Telenews Daily* over WMAL-TV Washington is inked by Mrs. Carita Blum, president, Valley Forge Distributing Co., Washington. Looking on are (l to r): Sam Felker, firm's sales manager; Alvin Epstein, Alvin Epstein Agency; Bryson Rash, program's commentator.

AUDIENCE SURGE

Shown in Major TV Cities

SIGNIFICANT increases in combined radio-television audiences in the 15 top television cities were reported by the expanded Hooperating services in its pocketpiece last week.

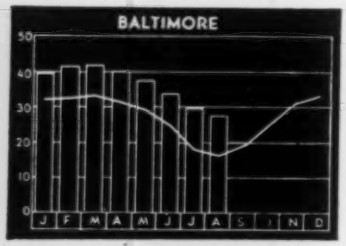
Comparison of audience-survey data for 1950 with that for 1948 indicated percentages of audience increase ranging from 19.5 in Cincinnati, lowest in increase of the top 15 cities, to 76.4 in Baltimore, the highest, it was reported. (See table 1, at right.)

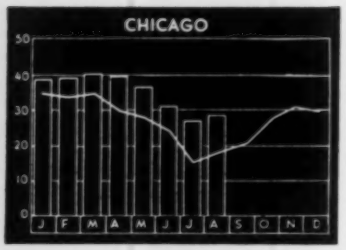
Despite the increased number of television sets in use, the average number of viewers per set is still almost 50% higher than the average number of listeners per radio set, the survey shows. Between 9-10 p.m., 3.4 viewers per TV set are reported, as compared with 2.31 listeners per radio set. (See table 2, at right.)

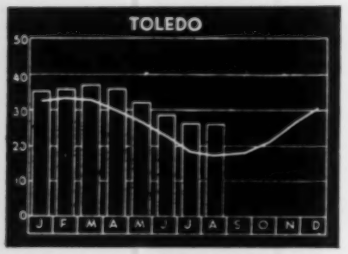
* * *

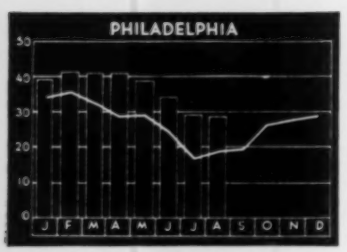
A 1948-1950 Comparison of Homes Using TV Sets

Horizontal line represents 1948; vertical bars represent 1950









However, radio advertisers in non-television areas generally have had their own type of "bonus audience," according to C. E. Hooper, president of Hooperatings, who spoke a fortnight ago in New York before the Radio-Television Workshop of the National Retail Dry Goods Assn.

"With each withdrawal of an important radio program," he said, there has accrued a swelling of the "bonus audience." In "radio-only" cities the tune-in has held up, he said. (See table 3, at right.) The bonus "results from the radio audience pie being cut into fewer but bigger pieces" for the high-quality radio shows remaining.

"Television does not exist nationally," he continued. "National statistics are without significance. It has grown at an unnatural and unprecedented pace where it *is* and is just about as real as are flying saucers where it *is not*."

Possibly indicative of the effect of high-quality TV networks shows is the reported difference in total broadcast audience increase as measured in areas having interconnected transmission facilities, and those having non-interconnected facilities. Birmingham, for example, a non-interconnected TV city, is reported as having only a slight total audience increase.

In this respect, Atlanta, which began interconnected transmission only recently, may be worth watching. However, Atlanta even with non-interconnected facilities, it should be noted, is reported as having a somewhat greater audience increase than Birmingham.

Table 1

FIRST FIFTEEN TV CITIES

City	Pre-TV Homes Using Sets July-Aug. 1948	Radio-TV Broadcast Audience July-Aug. 1950	% Increase 1950 over 1948
Balt.	16.1	28.4	76.4%
Chicago	17.9	28.8	60.9
Toledo	17.1	26.7	56.1
Phila.	18.8	29.1	54.8
Dayton	19.8	28.6	44.4
Wash.	20.4	29.3	43.6
Detroit	20.5	29.2	42.4
Providence	18.5	25.6	38.4
Columbus	19.9	27.4	37.7
Cleveland	25.7	34.4	33.9
Los Ang.	25.4	32.7	28.7
Milwauk.	26.6	32.8	23.3
Boston	23.0	28.1	22.2
New York	23.7	28.5	20.3
Cincinn.	26.1	31.2	19.5

* * *

Table 2

COMPOSITION OF AUDIENCE

		RADIO	TV
9:00-10:00 PM	Women	1.12	1.40
	Men	0.78	1.25
	Children	0.41	0.69
	Total	2.31	3.34

* * *

Table 3

Homes using sets, 6-10 p.m. Sunday Morning through Saturday Evening

Cities (Radio Only)	Winter-Spring, 1950	Winter-Spring 1950
Portland	38.7	31.2
Denver	36.3	34.0

JOSEPH NELSON

Promoted by FCC

PROMOTION of Joseph E. Nelson to chief of its Television Branch, Broadcast Division, Office of the General Counsel, was announced last week by FCC. Formerly assistant chief of that branch, Mr. Nelson succeeds John E. McCoy, who resigned a fortnight ago to join Fort Industry Co. as staff attorney [BROADCASTING, Sept. 25].

Mr. Nelson has been a member of FCC's legal staff since 1946. Prior to that he was with the Trial Examining Division of the National Labor Relations Board and as chief counsel in the Rent Dept. of the Office of Price Administration. A native of New York, Mr. Nelson is 42. He attended New York U. and received his law degree from St. John's U., New York, in 1930.

MOVIE TV SYSTEM

Innovation Claimed

NEW THEATRE television system, claimed by General Precision Lab of Pleasantville, N. Y., the manufacturer, to operate at one-fifth the cost of other type systems, and to make possible full-screen television in small-town movie houses, was announced last week in Chicago.

The Video Film Theatre Television System, as it is known, uses 16mm film rather than 35mm film without loss of quality in picture or sound, it is claimed. Photographs of incoming telecasts may be made, developed and fed into the projectors within a space of 60 seconds, the announcement said.

Cadbury-Fry on TV

CADBURY-FRY Inc. (America), for its Fry's chocolate cream bar and Cadbury's Dairy Milk Chocolate bar, will sponsor Wednesday night half-hour of *Small Fry Club* on the DuMont TV network. Agency, Ellington & Co., New York.

TELEFEX INC.

TV Background Firm Formed

TELEFEX Inc., headquartered at 5746 Sunset Blvd., Hollywood, has been organized to provide image backgrounds for television shows. Miss Donna Fargo, president-general manager, also heads the sales division.

Victor J. Schulman, identified as a San Diego merchant, is vice president with Mrs. Lois Landon secretary-treasurer. Marvin Epp, equipment designer in charge of its maintenance, is chief engineer. Dorcy Howard, formerly art director of KECA-TV Los Angeles, heads the art department. Joseph Paul is director of photography. Technicians include Ernest Lovett, Stanley Schwilla and Joseph Reilly. First client of Telefex is ABC.

Firm also has organized a subsidiary, Telefex Productions, to package and produce radio and TV shows. Its first, *Stop, Look & Listen*, a quiz featuring Art Baker, currently is sponsored on KECA-TV by Los Angeles Transport Indemnity Insurance Co. Charles Herbert heads the subsidiary.

Encyclopaedia On TV

ENCYCLOPAEDIA BRITANNICA, Chicago, began sponsorship of its first TV show yesterday (Sunday) with *The Tales of Captain Britt* on WNBQ (TV) Chicago. Series to run for 13 weeks, features Phil Lord as an old sea captain spinning yarns with the aid of slides from Britannica publications and clips from Encyclopaedia Britannica films. Reaction will determine future use of the medium.

TV SELLS THE SALESMEN

Schenley Holds Mass Sales Meet Via DuMont Closed Circuit

FIRST large-scale closed circuit use of television over the DuMont network for conducting simultaneous sales meetings in widely-separated cities for a private organization was reported last week. Schenley Distributors Inc. introduced its fall and winter sales program to salesmen and distributors in 18 cities with a professionally-produced telecast, "It's Great To Be With Schenley."

As approximately 4,000 Schenley representatives watched at meetings in hotels and clubs in various cities, the company's executives, speaking face-to-face, outlined a sales program and a fall newspaper and advertising campaign.

Television receivers were supplied by DuMont dealers.

The program was telecast from New York and received in Boston, Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, Buffalo, Chicago, Detroit, Milwaukee, St. Louis, Cincinnati, Syracuse, Schenectady, Utica, Rochester and Memphis.

A recording of the show is to be telecast later in cities with non-interconnected facilities, including San Francisco, Los Angeles, Jacksonville, Miami, Atlanta, Houston, Kansas City, Minneapolis, New Orleans, Dallas, San Antonio, Omaha, Indianapolis, Louisville, Albuquerque, Phoenix, New Haven, Providence and Rock Island.

Approximately 10,000 company representatives in 38 cities are expected to ultimately receive the telecast.

Manufacturers' Replies

(Continued from page 57)

either present monochrome or CBS color in black and white, would take total of 6½ months. Least amount of time for full-range job or complete bracket standards, entailing complete redesigning, was given as 10 months. Procurement time of 12 weeks was cited with note that before Korean war it would have taken only eight or nine weeks.

Engineering log books were supplied FCC to show months required to effect two typical "minor modifications" in technical design.

* * *

ZENITH RADIO Corp., Chicago
(By J. E. Brown, Asst. Vice President and Chief Engineer)

WITH a "good possibility" that modified bracket standards might be incorporated into new models due to go into large-scale production next May 1, Zenith "will cooperate with the Commission in accordance with its expressed wishes," subject to these conditions:

1. That the switch will not be capable of selecting any two frequencies within the full bracket range, but "will select between the most important of the sweep frequencies the Commission has suggested"—probably with one position operating on present 525-line standards and the other on either CBS 405 lines and 144 fields, or 441 lines and 144 fields.

2. "That after further engineering work is completed we may decide not to incorporate in the set proper all of the needed components for the switch, provided we find that by use of a small separate adapter a major saving can be made in costs and critical parts."

3. That if the majority of the industry has not indicated by Jan. 1 that they will incorporate such switches in their sets, Zenith will review the matter and decide "whether it should or must change its plans."

Zenith estimated a switch capable of tuning only present and CBS standards would add $30 to $40 to list price and require 10% more tubes, resisters and condensers. If the switch must also select three or four other sweep rates, "the added complications and cost to the set would be prohibitive."

Increasing list price by $30 to $40 "is a severe penalty for the public to pay," possibly totaling $200 million dollars a year "for a feature which may never be used."

For only Zenith to add the switch would put the firm at a competitive disadvantage, due to necessary increase in list prices, in event some other color system is later chosen. In that case, "our sets [would be] non-competitive." Provision for easy conversion of sets to UHF, "much less" expensive than the proposed bracket switch, already has penalized Zenith "to a certain extent" since UHF has not yet been opened up.

* * *

EMERSON RADIO & PHONOGRAPH Corp., New York
(By Benjamin Abrams, President)

"GREAT as is our desire to conform to the Commission's request" on bracket standards, Emerson finds "it will be impossible to do so within the prescribed time limit," for these reasons:

"(1) Considerable development work is required to effect the necessary changes; (2) when such changes are effected, a period of field-testing is required; (3) a limited amount of tooling will be required after engineering is frozen; (4) production schedules must be matched with the minimum time cycles required for the procurement of materials under present conditions."

Emerson has made "good progress" on bracket standards engineering in addition to previous work on two-system standards. But "no less than 80% of our engineering talent has been diverted to work for the Armed Service" and pressure is being exerted for assignment of the entire Engineering Dept. to work on government contracts. Engineering reports show development work not yet completed on either bracket standards or separate adapters. Tooling time, following development work and field-testing, must be reckoned in months, not days. Bracket standards of course will require more components, of which there already is "considerable scarcity."

Nevertheless, Emerson expects to "have bracket standard receivers on the market at least as early as other manufacturers," and "is also prepared to manufacture color television receivers on any standards prescribed by the Commission. . . ."

* * *

HAZELTINE Corp.
Little Neck, L. I.
(By A. V. Loughren, Vice President in Charge of Research)

HAZELTINE "is doing everything it possibly can to expedite the development of information that could enable manufacturers to adopt the proposed bracket standards. It is not possible at this time to state categorically whether this can be achieved within the time specified by the Commission."

Preliminary reports were promptly issued to our licensees indicating what we believed to be essential steps to modify present receivers to bracket standards. Work is in progress to determine feasibility of actually adapting a number of sets currently available to such bracket standards.

Further studies have been initiated to determine the type and character of field tests that will be necessary to assure manufacturers that their equipment will perform satisfactorily in the hands of the public. As this work proceeds, Hazeltine will advise its licensees.

Hazeltine believes development should continue on all forms of color TV and proposes to continue its own research. Hazeltine engineers have great belief in future of "unique improvements," including principle of mixed highs, which they have already demonstrated.

"We are convinced beyond any question of doubt that when a color television system is finally accepted by the American public, it will be a composite of the inventions of many independent workers in the field rather than the results of a single inventor or a single group. This has certainly been the history of every complex electrical or mechanical device of which we have any knowledge, and we hope that the way will be left clear for the attainment of this goal in color television."

* * *

TELE-TONE Radio Corp., New York
(By S. W. Gross, President)

ALTHOUGH we have been attempting to equip our present sets with bracket switching and feel we will have accomplished the engineering portion of this in the next two or three weeks, due to procurement and other conditions it will take four months or more to get into production.

One matter troubles us, however. As we understand the Sept. 1 decision "there is a likelihood of some other color television system being approved on Dec. 5, which means that whatever work has been done on production of test equipment for bracket standards and whatever procurement of materials we have undertaken might be entirely valueless, should some other system be adopted." We are "extremely opposed" to making expenditures on bracket standards or on two position switching which might be entirely valueless under some system other than CBS "and consequently cause us to fail to recover the funds thus expended.

"We sincerely urge that the Commission, at the earliest possible date, adopt definite standards, either CBS or RCA or any other which they consider proper, and give ourselves and other members of the radio industry such lead time to finish our engineering, field tests, and material procurement so that the transition to production and merchandising can be made in the most orderly fashion and be the least harmful to components manufacturers, receiver manufacturers, distributors, dealers and the consumer public."

Our color engineering people have done some work on two position switching for sets made by us in 1949, but no work had been done prior to Sept. 1 decision for either our old models or presently running models.

* * *

CAPEHART-FARNSWORTH Corp., Fort Wayne
(By Anthony Wright, Vice President in Charge of Engineering)

CANNOT conform with FCC request for conversion "of our product line to the CBS standards" because no CBS color signals are available for engineering work and certain technical difficulties have been encountered in obtaining pictures of geometric linearity and brightness on higher frequencies as well as reduced scanning efficiency due to return time of horizontal sweep. Company estimates it will take "from two to three months to do the initial investigation work required to produce a preliminary model of the receiver which incorporates all of the requirements indicated" by FCC's Report. On completion of this work "we should be able to make a final decision. We estimate that another three months will be required for the final product design and at least two months must be provided for procurement of the necessary components."

Engineering Dept. is "actiVely engaged in investigating a preliminary modification of its present chassis to include the two position switch." Because no CBS signals are available, "not much progress has been accomplished which can be reported."

* * *

HOFFMAN RADIO Corp., Los Angeles
(By H. L. Hoffman, President)

HOFFMAN "is happy to cooperate with the FCC to bring color television to the public" and will "to the best of our ability" install dual switch (monochrome and

(Continued on page 64)

HELPING celebrate the dedication of the new Radio Television Center Building of WTAR-AM-FM-TV Norfolk, Va. [BROADCASTING, **Sept. 18], at a cocktail party and buffet supper tendered by the stations are (l to r): Eddie Whitlock, manager of WRNL Richmond, Va.; H. A. Seville, manager, WCAV Norfolk; John W. Shultz, president, Virginia Assn. of Broadcasters, WMVA-AM-FM Martinsville, Va.; Eddie Edgar, sales manager, WGH Newport News, Va.; Jack Norfleet, manager, WSAP Portsmouth, Va.; Earl Harper, manager, WNOR Norfolk; Robert Moody, WRVC (FM) Norfolk and WRVA Richmond.**

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 76,839 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH this is why KRLD

AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

TV's Effect on Eyes Studied

(Report 132)

IN MOST cases television is harmless to the eyes and it is indicated "there is no widespread belief among refractionists that television is contributing to changes in the static refraction of the eye, the status of muscle balance, or to the development of such disorders as glaucoma and cataract, or to any serious impairment of the function and structure of the eye."

These findings are reported following a recent poll among 2,125 refractionists by Ohio State U.'s Institute for Research In Vision.

In a questionnaire prepared by Dr. Glenn A. Fry and Dr. Arthur M. Culler, co-directors of the institute, the refractionists were asked: (1) What increase in eyecare is being brought about by television? (2) What visual differences are being found which can actually be traced to television? (3) What advice and help professional men can give and are giving to television viewers?

The questionnaires were circulated in Ohio, Indiana, Illinois, Michigan, Pennsylvania, West Virginia, Kentucky and Maryland, an area covered by 37 television stations. The project was financed by White-Haines Optical Co., Columbus, Ohio, distributor of ophthalmic supplies.

Dr. Fry and his associates drew their findings from 556 of the 763 replies received. Those which could not be used were from areas in which television sets are too few and reception too poor to permit anything more than a report of those facts; from respondents who felt the survey was too premature, and from medical specialists who did not feel qualified to answer because of the small amount of eye work they did.

Refractionists tabulated said 3.41% of their new patients attributed their visual problems to viewing television. They pointed out that hysteria about TV's effect on the eyes caused some of these visits, as well as failure of new viewers to acquire proper viewing habits. Refractionists also noted that most of the difficulties appeared shortly after a set was installed in a home, and tended to disappear with continued use.

Types of Patients

Persons over 60 years of age (wearers of multi-focal lenses in most cases) and viewers suffering from eyestrain made up the two types consulting refractionists, the survey showed.

The refractionists pointed out that it is difficult to determine whether eyestrain is a direct result of television viewing and noted that television adds three to five hours more work to the eyes each day. However, they suggested, it has made many people on the borderline of needing eye care aware for the first time of their susceptibility to eyestrain.

Asked whether they were prescribing special lenses to patients for TV viewing, 30% of the ophthalmologists and optometrists answering this question said it was necessary, in certain cases, to prescribe different lenses or tint not prescribed for general use.

Summing up its survey, the institute stressed the need for additional research "before anyone will have full knowledge of television's impact on eyesight."

* * *

Views on Programming Outlined by Meck

NETWORK VIDEO shows should be programmed "for maximum audience attention and not for competitive purposes," John Meck, president of John Meck Industries and Scott Radio Labs., said in Chicago last week. Charging that the "private rivalry of networks is retarding unnecessarily the growth of TV," Mr. Meck cautioned them not to "fight your battles at the expense of the public."

He cited numerous cases where networks telecast their best shows at competing times in the "struggle for audience domination," with the result that the public "is unable to see many good programs, and resents being forced to view bad ones at other times."

His examples of competitive shows, "deliberately timed to cut into opposing networks' audiences": *Studio One* on CBS, competing with

(Continued on page 62)

Weekly Television Summary — October 9, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	4,550
Ames	WOI-TV	16,295
Atlanta	WAGA-TV, WSB-TV	57,600
Baltimore	WAAM, WBAL-TV, WMAR-TV	207,729
Binghamton	WNBF-TV	20,400
Birmingham	WAFM-TV, WBRC-TV	21,200
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	489,942
Buffalo	WBEN-TV	120,464
Charlotte	WBTV	28,783
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	627,881
Cincinnati	WCPO-TV, WKRC-TV WLWT	157,00
Cleveland	WEWS, WNBK, WXEL	287,498
Columbus	WBNS-TV, WLWC, WTVN	86,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	76,839
Davenport	WOC-TV	18,373
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	306,420
Erie	WICU	38,700
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	76,839
Grand Rapids	WLAV-TV	47,846
Greensboro	WFMY-TV	25,000
Houston	KPRC-TV	41,394
Huntington-Charleston	WSAZ-TV	24,000
Indianapolis	WFBM-TV	80,0000
Jacksonville	WMBR-TV	19,000
Johnstown	WJAC-TV	30,175
Kalamazoo-Battle Creek	WKZO-TV	40,570
Kansas City	WDAF-TV	50,542
Lancaster*	WGAL-TV	58,884
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	693,369
Louisville	WAVE-TV, WHAS-TV	45,708
Memphis	WMCT	49,278
Miami	WTVJ	36,400
Milwaukee	WTMJ-TV	145,557
Minn.-St. Paul	KSTP-TV, WTCN-TV	121,400
Nashville	WSM-TV	8,500
New Haven	WNHC-TV	102,300
New Orleans	WDSU-TV	34,348
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,555,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	29,365
Oklahoma City	WKY-TV	42,254
Omaha	KMTV, WOW-TV	36,671
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	595,000
Phoenix	KPHO-TV	16,900
Pittsburgh	WDTV	137,000
Portland, Ore.	.....	971
Providence	WJAR-TV	78,980
Richmond	WTVR	39,926
Rochester	WHAM-TV	48,631
Rock Island	WHBF-TV	18,373
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	25,300
San Antonio	KEYL, WOAI-TV	28,760
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	85,345
Schenectady Albany-Troy	WRGB	99,500
Seattle	KING-TV	37,800
St. Louis	KSD-TV	165,500
Syracuse	WHEN, WSYR-TV	63,377
Toledo	WSPD-TV	55,000
Tulsa	KOTV	40,160
Utica-Rome	WKTV	22,100
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	174,485
Wilmington	WDEL-TV	42,777

* Lancaster and contiguous areas. Total Markets on Air 63 Stations on Air 107 Sets in Use 7,846,349

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Come into the kitchen

11:00 TO 11:30 A.M., MONDAY THROUGH FRIDAY

Here is another example of the pioneering spirit of "The Eyes of the South"— a food and home service program which quickly captured the interest of the Atlanta area's feminine TV audience. Participating availabilities are already scarce, for it is the big program opportunity for selling in the South. For information write direct or contact your nearby Petry man.

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

wsb-tv

Telestatus

(Continued from page 60)

Robert Montgomery on NBC Monday night; CBS' *Toast of the Town* and NBC's *Comedy Theatre* (Fred Allen, Martin and Lewis, Eddie Cantor), Sunday evening; *Alan Young Show* on CBS with Jack Haley on NBC, Thursday night; *Ken Murray Show* on CBS with Jack Carter-Sid Caesar *Show of Shows* on NBC, Saturday evening.

There is no solution in having two sets in the home, Mr. Meck said, because competition is between shows appealing to the same members of the family. He said the second set is a help only when parents and children, for example, want to see different shows at the same time.

* * *

WKY-TV Oklahoma City Expands Programming

EXPANSION of telecasting time to at least 65 hours per week, with programming starting at 2 p.m., starts today (Oct. 9) on WKY-TV Oklahoma City. P. A. Sugg, station manager, said the increase represents an addition of 25 hours per week above the average air time for this past spring and summer.

* * *

ARB Releases Ratings For Three Cities

SEPTEMBER television program ratings for New York, Philadelphia and Chicago were released last week by American Research Bureau, Washington.

Leading programs for the week, Sept. 8-14, reported as follows:

NEW YORK

1. Star Spangled Revue	56.4
2. Talent Scouts	44.2
3. Sat. Night Revue	37.1
4. Philco TV Playhouse	36.6
5. Comedy Hour	36.5
6. Robert Montgomery	32.4
7. Lights Out	32.2
8. Garry Moore Show (Wed.)	31.0
9. Toast of the Town	30.8
10. Children's Hour	30.5

PHILADELPHIA

1. Star Spangled Revue	55.3
2. Philco TV Playhouse	50.9
3. Private Eye	49.2
4. Phils vs Boston (9/10)	49.2
5. Children's Hour	47.5
6. Talent Scouts	41.0
7. Phils vs Boston (9/9)	40.6
8. Toast of the Town	39.8
9. Lights Out	38.0
10. Mystery Hour (NBC)	37.8

CHICAGO

1. Star Spangled Revue	59.5
2. Break the Bank	40.3
3. Talent Scouts	39.7
4. Courtesy Hour	38.4
5. Sat. Night Revue	38.1
6. Orig. Amateur Hour	36.0
7. Private Eye	35.3
8. Detective's Wife	34.8
9. Sachs Amateur Hour	34.7
10. Don McNeill TV Club	34.4

* * *

WTMJ-TV Announces New Rate Card

EIGHTH rate card of WTMJ-TV Milwaukee, which took the air in December 1947, will go into effect Nov. 1. Class A time provides for one-minute spots at $100; five minute, $125; half hour, $300; full hour, $500, and live participations in *What's New*, $75.

KOREAN FILM

Available to TV Stations

A SIGNAL CORPS motion picture film depicting "The First 40 Days" of the Korean conflict is being made available to television networks and stations throughout the United States, the Defense Dept.'s radio-TV information section announced last Wednesday.

The dramatic documentaries, running 24½ minutes in length, will be released to TV stations through Army libraries in the six headquarter areas.

Film is a first-hand GI report of early Korean combat days and contains actual combat footage filmed by armed forces photographers in the area. Some sequences deal with accounts of General Dean during the retreat from Taejon. Film has been previewed before TV network representatives at the Pentagon and the National Press Club in Washington.

Stations may obtain prints by contacting libraries servicing the following areas:

For Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey and New York:
Address: Commanding General, First Army Headquarters, Governors Island, New York 4, N. Y.
Attn: Signal Officer

For Pennsylvania, Delaware, Maryland, Virginia, Ohio, West Virginia and Kentucky:
Address: Commanding General, Second Army, Fort George G. Meade, Maryland
Attn: Signal Officer

For North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee and Mississippi:
Address: Commanding General, Third Army, Fort McPherson, Georgia
Attn: Signal Officer

For Arkansas, Texas, Oklahoma, New Mexico, and Louisiana:
Address: Commanding General, Fourth Army, San Antonio, Texas
Attn: Signal Officer

For Illinois, Michigan, Wisconsin, Missouri, Kansas, Iowa, Nebraska, Minnesota, North Dakota, South Dakota, Wyoming, Colorado and Indiana:
Address: Commanding General, Fifth Army, Chicago, Illinois
Attn: Signal Officer

For Washington, Oregon, California, Idaho, Montana, Utah, Nevada and Arizona:
Address: Commanding General, Sixth Army, San Francisco, California
Attn: Signal Officer

KECA-TV CASE

NLRB Ends L. A. Hearings

DECISION on jurisdiction of television directors and assistant directors at KECA-TV Los Angeles now is pending with NLRB in Washington, following completion Oct. 4 of 15 days of local board hearings [BROADCASTING, Sept. 25]. An approximately 2,000 page transcript of the hearing was sent to Washington headquarters.

Hearings were initiated when Radio and Television Directors Guild, which has been negotiating a contract for TV directors at the ABC station, intervened following a petition to NLRB by Screen Directors Guild for jurisdiction over the same directors. A new element was introduced during the hearings by KECA-TV which entered a petition claiming that TV directors are in a supervisory capacity and hence, under the Taft-Hartley Law, not subject to NLRB ruling. If this contention is accepted by the NLRB, the case would be dismissed and choosing of a bargaining agent for the directors would be left to the network.

Approximately 15 directors and assistant directors are involved at the station, with both guilds claiming 100% membership.

Latter ruling will affect similar upcoming NLRB hearings for TV director jurisdiction at two other local TV stations—KTLA, scheduled for Oct. 18; KTTV, Oct. 24.

TELENEWS FILMS

INS Lists Nine Sales

NINE sales have been reported by INS-Telenews of its daily news film service, weekly newsreel review and *This Week in Sports*.

The daily news film service has been sold to WAFM-TV Birmingham, WSM-TV Nashville, WNBF-TV Binghamton, and WBKB (TV) Chicago. Buyers of the weekly newsreel review included WAFM-TV, WSM-TV and WHIO-TV Dayton, Ohio. The First National Bank of Minneapolis will sponsor *This Week in Sports* over WTCN-TV Minneapolis. The same show will be sponsored over WHIO-TV by the local Zenith distributor.

WOW-TV Programs

WOW-TV Omaha has announced it carried approximately 44 hours of live network programming during the first week following the opening of the New York-Omaha cable-microwave relay system last month [BROADCASTING, Oct. 2]. In addition, WOW-TV carried 22 hours of live studio and network kinescope recordings and films, bringing the total programming for the first week up to about 66 hours.

In next week's 200-page BROADCASTING . . .

"TWO EXCITING DECADES"

of Radio and Television pass in review

you'll read about those epoch-making years since 1931 . . .

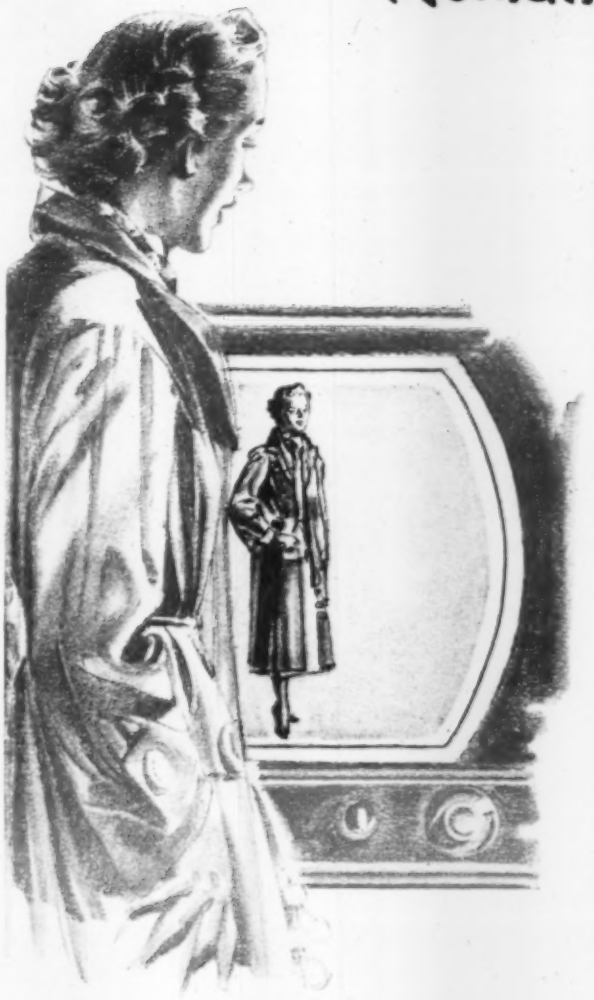
if you grew up in radio this is your story . . .

if you're new to broadcasting this is the story of the men who built the business.

BROADCASTING TELECASTING'S **20TH** YEAR BEGINS OCTOBER 16

EXTRA COPIES AT 50c EACH. ENCLOSE CHECK OR MONEY ORDER TO COVER HANDLING AND MAILING. ADDRESS: BROADCASTING, NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

Woman trying on a TV program—



Ever since Og first decorated cave walls, and Homer plucked his bloomin' lyre . . . TV is the greatest medium of entertainment information and education that ever wrinkled a low brow . . . no question about it! But TV isn't here to stay—unless it's a sales medium, too!

Getting people to want a program isn't enough. Getting people to want what the sponsor has to sell—is TV's real job.

WPIX is doing the job . . . demonstrating merchandise in detail, and in use . . . the way only a good salesman can. And WPIX is producing high level sales with low cost programs.

Take $2.98 raincoats, for instance. With 38 participations, and 45 half-sponsorships, WPIX has sold to date more than 50,000 coats —at a sales cost of about 35c per coat!

And raincoats aren't the only WPIX sales success . . . *Add* used cars, watches, vacuum cleaners, television sets, tableware, cosmetics, vacation trips—and a score of other items. Direct sales, with many orders coming to us direct!

With the largest and richest metropolitan market in the world . . . the market with the highest TV coverage—more than 1,500,000 sets among four million families—WPIX is not only an effective sales medium . . . but a test field where the national advertiser can learn to use TV properly and profitably . . . Ask any WPIX representative to show you his successful sales case histories . . . WPIX, the New York News station, 220 E. 42nd St., New York, MU 2-1234

WPIX — metropolitan showcase

Manufacturers' Replies

(Continued from page 59)

CBS) in production of receivers.

However, Hoffman cannot meet mid-November deadline. "When consideration is given to the engineering, tooling and procurement problems, the time element will be . . . closer to eight months." Full-range bracket switch is in basic research and development stage.

"We sincerely believe that none of the apparatus that has been submitted to the FCC and none of the systems that have been considered by the FCC are commercially feasible." Many conclusions of FCC on color are believed based on information derived from obsolete monochrome receivers.

Since Sept. 1 "our engineering personnel have examined the latest developments of CTI and studied the recent findings of General Electric, DuMont and RCA. We feel that there has been much progress made since the official closing of the hearings. We have personally inspected recent CTI developments in San Francisco and feel that they have made major strides forward in their new Uniplex system. . . ."

"In view of the foregoing, we think that it is highly essential that FCC re-examine these latest developments in order to establish a standard that gives the best framework for forward progress of the art." FCC to urged to "refrain from hasty action."

* * *

STEWART-WARNER Corp., Chicago
(By E. G. Fossum, Stewart-Warner Electric Div.)

BASED upon our interpretation that the FCC standards covering the bracket switch indicates a variable coverage of all frequencies between the present standard and the proposed standard, "we do not know at present how this can be accomplished." Thus "we cannot comply with request to produce television sets equipped with color switching device by mid-November of this year." Development of variable switch "is currently in progress and will continue."

* * *

SYLVANIA ELECTRIC PRODUCTS Inc., New York
(By Don G. Mitchell)

ON BASIS of engineering studies made to date, it's evident at least three months' intensive engineering effort will be required to design into existing sets the necessary switching arrangements and controls for dual standards. Another three months would be needed for procurement and incorporation of changes in production line sets. Increased retail cost seen as at least $30 per set.

Not prepared now to give an estimate of time or cost required to meet complete bracket standards "but this would be considerably more complicated and costly." Cost of modifying sets now in operation also would be considerably higher and sets would have to be returned to factory or central "service stations."

"It is our earnest hope that the Commission can find ways to extend the time of their requirements so that this matter may be worked out in a proper manner and which will be for the long term advantage of the country as a whole."

* * *

MAGNAVOX Co., Fort Wayne
(By Frank Freimann, Executive Vice President)

MAGNAVOX "is unable to meet such a request for production this year" since such a switching device "involves the complete redesign of present receivers."

"We do not have facilities for completing such a program in less than four or five months. After this engineering work is completed, we must then go through the process of procuring desired components before receivers can be put into production. At the present time manufacturers are quoting delivery dates of not less than three months and in many cases as much as six months on major components."

Cannot estimate time required to develop receiver capable of being tuned to some selected frequency within the bracket range. "Our engineers do not know how such a receiver can be built and new techniques must be developed to achieve this end."

* * *

TELE-KING Corp., New York
(By Louis I. Pokrass, Chairman of the Board)

IF THE COLOR system suggested by the FCC is adopted as standard, it is naturally agreeable to us to:

A. Either put bracket standards on all of our sets.

B. Or make it possible to adapt the sets for bracket standards at a later date.

Company believes it would require 20 to 30 weeks to secure necessary parts in view of shortages. Government electronics orders total $2½ billion for next 12-month period.

"It is our hope that some settlement be made of this highly controversial isue of color, and naturally, it is our desire that the decision be made to benefit the public, because we are simply the servants of those who use television sets."

* * *

MUNTZ TV Inc., Chicago
(By Earl W. Muntz, Executive Vice President)

"WE MUST decline your [FCC's] proposal" for following reasons: (a) Incorporation of bracket switch would increase consumer price to such an extent that only those in the wealthy class could obtain them and therefore the demand would be insufficient to warrant their construction; (b) Engineering facilities to perfect useable commercial system operating within bracket standards are not now available and would take considerable amount of time; (c) Systems which could possibly work under brackets would require some degradation in performance in comparison with present television sets.

* * *

SENTINEL RADIO Corp., Evanston, Ill.
(By Milton D. Block, President)

SENTINEL is willing to cooperate but believes it will take eight to ten months to provide re-designed receivers, which will cost $35 to $50 more with bracket changes.

However, we do not think "buyers of the proposed receivers should be penalized by paying for the added element which will have limited use in only a few areas in the foreseeable future, and because of the degradation of monochrome picture quality it produces." Further, existing receivers and those being currently produced should not be obsoleted because they are not equipped to receive bracket standards pictures, and adoption of such receivers to receive them for the most part would be impractical.

Suggest more time be taken for consideration of the problem as it seems quite possible that a satisfactory compatible color system will be developed in the "not too distant future."

* * *

TRANSVISION Inc., New Rochelle, N. Y.
(By Herbert Suesholtz, Secretary)

THE FCC proposals "ask too high a price for color TV" and hence "we are opposed to the standardization of bracket standards . . . and feel that the present standards, imperfect as they are, should be retained and serve as the basis for a compatible system at some later date when this appears practical."

TV industry, in the early stages of growth, "can be severely stunted or malformed if at this time some yoke is imposed which will permanently injure an otherwise healthy and powerful industry." Television is a public service and if, with the vast pool of technical people in this work, a compatible color system cannot be introduced without adversely affecting present owners, "we feel that no color system at all should be commercialized."

* * *

HAVENS & MARTIN (WTVR (TV) Richmond, Va.)

HAVENS & MARTIN "and the television audience in the Richmond area are naturally interested persons" with respect to bracket standards and hence request appearance in any hearing that may be held on proposal.

Elgin Watch Buys

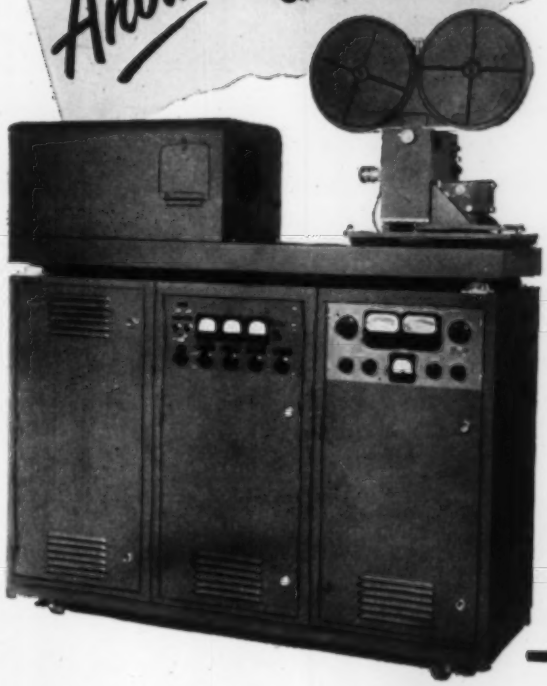
ALL time signals on WOR-TV New York, 28 daytime and 2[illegible] night to be presented every hour have been acquired by Elgin Watch Co., it was announced last week. The 52-week contract was through J. Walter Thompson Co., New York.

Another exclusive GPL Development

New GPL VIDEO RECORDER

WITH

Electronic Shutter



Live Show Quality -Picture and Sound- on Delayed Telecasts

These Exclusive Features put the GPL Video Recorder In a Class by Itself

ELECTRONIC SHUTTER — Limits exposure of each film frame to 525-line scanning of tube, with accuracy better than *1% of one line*. Stays in adjustment; does not require camera to be locked in synchronization with video signal.

GPL VIDEOGAM — A gray scale correction amplifier that provides better video pictures than normally possible. In addition, a special deflection yoke provides perfect focus across entire screen.

GPL FILM GATE — Permits over 30 minutes of continuous camera operation without film abrasion, emulsion pile-up and consequent difficulties.

HIGH FIDELITY SOUND is recorded simultaneously. Essentially flat recording to 7 kilocycles, with low harmonic and intermodulation distortion, gives results comparable to finest 35-mm sound.

This new 16-mm Video Recorder makes possible, for the first time, delayed telecasts that are consistently as good as the original. GPL's exclusive new shutter — electronic instead of mechanical — is coupled with improvements in picture resolution, film gate design, and sound fidelity. The projected recording is markedly better than the picture obtainable on most receivers. Re-telecast with good equipment, the picture looks and sounds like a live show.

The GPL Video Recorder may be used with the GPL rapid processor to produce finished film, positive or negative, less than a minute after the program is received either over a closed circuit or from the air.

WRITE FOR RECORDINGS made on this equipment for study by studios, advertisers, agencies.

TV Camera Chains • TV Film Chains
TV Field and Studio Equipment
Theatre TV Equipment

GENERAL PRECISION LABORATORY INCORPORATED • GPL

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

SHIPMENTS

RTMA Reports 3,107,000 For Seven Months

JULY SHIPMENTS of TV sets by member companies of the Radio-Television Mfrs. Assn. brought the seven-month total of shipments to 3,107,000 receivers, according to a county breakdown made available last wee'..

The RTMA breakdown for July and the year to date follows:

State and County	Sets Shipped July	Sets Shipped Year to Date
ALABAMA		
Jefferson	1,358	5,676
ARIZONA		
Maricopa	462	2,392
CALIFORNIA		
Alameda	3,515	19,149
Contra Costa	373	3,149
Los Angeles	80,901	247,193
Orange	1,485	11,599
Sacramento	113	935
San Bernardino	883	7,485
San Diego	3,368	18,905
San Francisco	2,928	18,260
San Joaquin	117	1,506
San Mateo	594	4,135
Santa Clara	956	6,088
Solano	258	1,588
CONNECTICUT		
Fairfield	1,921	15,725
Hartford	1,564	12,637
New Haven	2,921	21,034
New London	65	1,093
DELAWARE		
New Castle	1,490	10,079
DISTRICT OF COLUMBIA	4,741	48,944
FLORIDA		
Dade	1,227	8,129
Duval	588	2,606
Hillsborough	24	387
Pinellas	2	6
GEORGIA		
DeKalb	557	3,454
Fulton	5,493	25,587
ILLINOIS		
Cook	34,382	222,597
Fulton	9	206
Knox	95	257
Madison	802	4,350
McLean	17	265
Peoria	28	1,056
Rock Island	614	2,305
St. Clair	781	4,639
Tazewell	13	112
INDIANA		
Delaware	132	994
Lake	1,260	13,017
Madison	347	2,113
Marion	4,153	18,163
IOWA		
Clinton	39	234
Polk	234	3,456
Pottawattamie	139	987
Scott	696	1,516
KANSAS		
Wyandotte	731	2,418
KENTUCKY		
Campbell	223	3,080
Jefferson	2,717	12,802
Kenton	928	5,789
LOUISIANA		
Orleans	2,613	16,665
MARYLAND		
Baltimore City	7,490	45,339
Baltimore County	2,674	14,869
Montgomery	401	4,123
Prince Georges	117	1,309
MASSACHUSETTS		
Berkshire	538	3,188
Bristol	1,633	14,206
Essex	3,472	24,357
Hampden	364	1,744
Middlesex	5,940	37,579
Norfolk	1,891	12,672
Plymouth	518	4,773
Suffolk	10,201	72,316
Worcester	1,893	13,062
MICHIGAN		
Calhoun	228	1,829
Genesee	468	2,799
Ingham	236	3,949
Jackson	121	1,881
Kalamazoo	620	3,914
Kent	833	7,248
Macomb	512	4,030
Muskegon	126	1,313
Oakland	1,850	11,203
Saginaw	48	625
Washtenaw	447	2,895
Wayne	20,403	116,192
MINNESOTA		
Hennepin	3,342	24,609
Ramsey	1,880	11,807
MISSOURI		
Buchanan	117	482
Jackson	4,266	32,338
Madison	37	524
St. Louis	9,316	51,574
NEBRASKA		
Douglas	839	5,532
Lancaster	54	583
NEW JERSEY		
Atlantic	486	4,426
Bergen	1,934	16,485
Camden	1,713	10,757
Essex	7,182	48,557
Hudson	3,151	27,726
Mercer	1,446	9,489
Middlesex	1,722	10,061
Monmouth	1,184	9,311
Morris	696	4,628
Passaic	2,173	14,844
Union	2,316	16,135
NEW MEXICO		
Bernalillo	243	1,487
NEW YORK		
Albany	1,436	9,847
Bronx	2,130	19,620
Broome	228	2,911
Chautauqua	319	2,444
Erie	8,392	44,344
Kings	6,549	113,514
Monroe	5,153	30,089
Nassau	2,873	21,014
New York	12,791	116,101
Niagara	1,175	6,342
Onondaga	2,915	19,356
Oneida	1,195	9,110
Orange	484	3,606
Queens	8,883	49,891
Rensselaer	1,045	10,628
Richmond	720	6,395
Schenectady	1,227	6,956
Westchester	1,913	17,922
NORTH CAROLINA		
Alamance	15	432
Cabarrus	158	685
Durham	15	61
Forsyth	93	521
Gaston	197	873
Guilford	340	1,525
Mecklenburg	523	1,952
Rowan	76	372
OHIO		
Butler	1,041	7,247
Clark	739	4,555
Cuyahoga	8,072	76,966
Franklin	3,966	28,696
Hamilton	6,898	45,886
Lucas	2,860	16,509
Montgomery	4,103	29,085
Scioto	78	412
Summit	2,236	16,319
OKLAHOMA		
Muskogee	2	180
Oklahoma	904	4,735
Tulsa	514	2,782
OREGON		
Marion		
Multnomah		
PENNSYLVANIA		
Allegheny	6,662	56,081
Berks	1,427	9,695
Beaver	230	4,342
Blair	65	852
Cambria	796	4,828
Dauphin	562	3,042
Delaware	1,950	12,209
Erie	1,631	11,124
Fayette	705	4,003
Lackawanna	35	413
Lancaster	1,004	8,080
Lebanon	343	2,795
Lehigh	1,175	6,802
Montgomery	1,843	12,274
Northampton	700	4,709
Philadelphia	16,550	111,892
Washington	579	4,651
Westmoreland	1,060	6,592
York	815	5,275
RHODE ISLAND		
Providence	3,760	30,045
SOUTH CAROLINA		
York	111	363
TENNESSEE		
Davidson	588	764
Shelby	2,389	15,168
TEXAS		
Bexar	2,325	10,952
Dallas	3,585	19,701
Galveston	69	726
Harris	3,448	15,798
Tarrant	1,696	11,420
UTAH		
Salt Lake	906	7,279
Weber		183
VIRGINIA		
Arlington	586	4,786
Henrico	1,390	8,781
Norfolk	2,650	13,238
Pittsylvania	4	25
Warwick	308	1,846
WASHINGTON		
Clarke		325
King	1,039	7,016
Pierce	187	2,086
WEST VIRGINIA		
Cabell	638	2,220
Kanawha	137	782
WISCONSIN		
Milwaukee	4,424	36,615
Sub-Total	436,565	2,713,193
AREAS UNLISTED	58,435	393,807
GRAND TOTAL	495,000	3,107,000

WSAZ-TV Channel 5

Exclusive Coverage of the Rich HUNTINGTON-CHARLESTON Market

Now Interconnected

Rep. Nat. by the Katz Agency

Te-Ve

Drawn for TELECASTING by John Zeigler

"Hello, draft board? Don't call me, I'll call you!"

Fedderson Elected

DON FEDDERSON, vice president and general manager, KLAC-TV Los Angeles, has been elected president of the new Television Broadcasters of Southern California, group formed by the seven Los Angeles television stations. Named to other offices were Harrison M. Dunham, general manager, KTTV, vice president; Haan J. Tyler, general manager, KFI-TV, secretary-treasurer.

MOTION PICTURES

TV No Threat—Goldwyn

GOOD motion pictures have nothing to fear from television and "as long as you have a good product to sell, you have nothing to worry about," according to Hollywood Producer Sam Goldwyn.

Speaking before a television discussion panel at the U. of Denver a fortnight ago, the opinion was voiced by the producer in response to mention by General Manager Hugh B. Terry of KLZ Denver that there had been a coincidence of decline in motion pictures in the rising rate of TV. Mr. Goldwyn declared "the bad ones (pictures) will suffer."

Mr. Goldwyn declared: "As long as you make a good motion picture product you're all right. You have nothing to worry about." He also said that television will do away with bad pictures and the double feature, in response to questions proposed by Mr. Terry, Campton Bell and Noel Jordan of U. of Denver and Alex Murphree, *Denver Post* drama critic.

"I think television is a great medium," Mr. Goldwyn concluded. "I advertise my pictures on television. In fact it's a great medium to advertise." The discussion panel was broadcast later on KLZ.

W. S. MAUGHAM

Signs CBS-TV Contract

W. SOMERSET MAUGHAM, British author, signed his first television contract last Thursday in New York at a news conference which calls for him to act as host-commentator on a network television series, *Teller of Tales*, sponsored by Tintair (Bymart Inc.).

Program starts Oct. 18 on 43 CBS-TV stations, Wednesday, 9-9:30 p.m., and will feature adaptations of Mr. Maugham's own short stories. Show is packaged by the John E. Gibbs Co. Cecil & Presbrey, New York, is the agency. Tintair also sponsors Frank Sinatra on a radio show soon to start on CBS.

CBS-TV BUILDING

Gets New Facilities

CBS has estimated a production cost reduction of about 10 to 15% through the acquisition of a five-story former garage at 403-415 E. 76 St., New York, to be used for scenery and stage prop storage and rehearsal halls.

Saving will result, CBS believes, because it will be able to store complete sets to be used at any time in the future, rather than rent and build a set each time one is needed.

INSULINE Corp. of America has issued condensed 36-page catalog describing complete line of radio-TV components now being distributed by corporation.

Jack Zander, Director of Animation, and William S. Nemeth, Cameraman, both of Transfilm Inc., team up with a Maurer 16 to work out camera effects for a slide motion picture.

Where hair-line ACCURACY counts..

At Transfilm Incorporated, where animated motion pictures and slide films are produced in volume, hair-line *accuracy* is of utmost importance. Inevitably, this leading commercial film company selected Maurer as the 16 mm. camera that best supplies this vital quality.

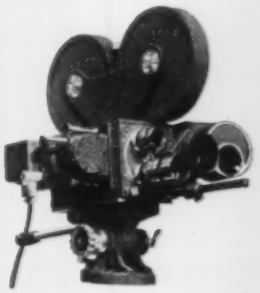
In Maurer **VERSATILITY** they found *accurate* registration of each individual frame, along with precise high-power focusing and large clear direct-through-the-lens viewing.

In Maurer **DEPENDABILITY** they found consistently *accurate* performance under all conditions, insured by years of rigorous testing by top industry technicians.

And in Maurer **EXCLUSIVE FEATURES**, such as the 235° dissolving shutter, they found fast *accurate* changes of exposure while shooting.

Because it meets so many varied needs, more and more producers like Transfilm are turning to the Maurer 16 mm. as the ideal camera for every phase of professional motion picture production.

For details on these and other *exclusive* Maurer features, write



The Maurer 16 mm., designed specifically for professional use, is equipped with precision high-power focusing and the finest view-finder made. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
850 South Robertson Blvd., Los Angeles 35, California

16mm maurer

CABLE ADDRESS: JAMAURER

Color Decision Imminent

(Continued from page 56)

observers saw as a clue to FCC's possible reaction to Mr. Galvin's request—"or if assurances are not received from a sufficient number of manufacturers concerning their plans for incorporating bracket standards in their receivers, the Commission will not feel free to postpone a decision, for every day that passes would aggravate the compatibility problem. In that event, a final decision would be issued adopting the CBS color standards."

Meanwhile, Dr. E. W. Engstrom, vice president in charge of research, RCA Labs, and Dr. W. R. G. Baker, vice president of General Electric Co., which has announced a frequency-interlace color system since FCC's hearing closed, reiterated opposition to the adoption of an incompatible system.

Dr. Engstrom, in a speech Thursday in Minneapolis, said an FCC decision for an incompatible system would be "unjustifiable" and would "react unfavorably on the growth of color television."

Considers 'Today'

Speaking at an alumni dinner of the U. of Minnesota's Institute of Technology, at which he was also given an award for outstanding achievement for pioneering in television research, Dr. Engstrom said FCC's Sept. 1 Color Report "looks principally at 'today,' giving little thought for 'tomorrow.'"

He continued:

The public interest cannot be served by adopting an inferior, incompatible system now, simply to be doing something now. To do this on the speculation and hope that a permanent ceiling will not have been thus placed on the progress of color television, rather than to give the new and superior system on opportunity to prove its potentialities, is unjustifiable . . .

It is compatibility that makes it economically practical for the broadcaster and the sponsor to broadcast in color their choice programs in choice time as soon as standards for a compatible system are approved. . . . The choice of an incompatible, low-definition system means unnecessary expense to every receiver user and without compensating gain. What appears to be the choice of the FCC confronts the American people with a serious problem and somehow your views should be heard in this matter. . . .

Dr. Baker, in a statement Wednesday at Schenectady, said "I not only believe it is not necessary to adopt any color system now, but that in the face of military commitments it would be a definite and costly mistake to do so."

He said he was "still confident we will have satisfactory color television in the near future. By that I mean color receivers that the public will want to have in its homes, at a price the consumer is willing and able to pay. But it will not be tomorrow, nor next week, nor next month, and perhaps not next year."

GE's frequency-interlace color system, Dr. Baker said, has achieved considerable success in solving what has been one of color's major obstacles—that of putting "into the same frequency bandwidth used for black-and-white, three times as much information as is now sent in the black-and-white channel." He continued:

Color television, as hard hitting as it will be as an advertising medium, is in reality nothing more than a refinement of what is presently available. . . . Just how costly [adoption of a color system now] might prove is clear to all, I believe, when you realize that vital time for research, development, and perfection of electronic devices urgently needed for our military preparation would be lost if manufacturers are forced to spend thousands of engineering man-hours now in the development of new television receivers, transmitters, and studio equipment."

WOI-TV TIME

Airs 63 Hours Weekly

IOWA STATE A & M College's video station, WOI-TV Ames, is on the air with a 63-hour weekly schedule of network and local programming for an estimated 18,295 sets in the Des Moines-Ames area, Richard B. Hull, Iowa State College radio and television director, announced last week.

WOI-TV went on the air Sept. 30 with a nine-hour daily schedule, from 2 until 11 p.m. Although the station is carrying a heavy load of commercial network shows (about 80%), this "in no way alters our goals in the public service and educational fields," Mr. Hull said.

WOI-TV is continuing to evaluate and explore methods for using television for education "in a broad sense," Mr. Hull explained, outlining three specific areas: (1) "telecasting of the highest type educational, cultural and entertainment programs for rural and urban audiences, (2) using the station as a training ground for advanced students of programming and engineering, and (3) using it as an experimental station in cooperation with all departments of the college for production of quality farm, homemaking and public service shows."

PHONEVISION TEST

Zenith Asks FCC For Delay

ZENITH RADIO CORP. has asked the FCC to postpone the starting date of the Phonevision test in Chicago one month, to Nov. 1, because the firm does not have "enough good film to conduct the test properly for 90 days." This was the first admission of Zenith and its president, Comdr. Eugene F. McDonald Jr., that the motion picture industry has blocked successfully Zenith's efforts to book top Hollywood films for Phonevision.

Comdr. McDonald said his second reason for seeking postponement was "an abrupt change in the situation," which occurred recently when Leonard H. Goldenson, president of United Paramount Theatres, released a letter to Spyros Skouras, president of 20th Century-Fox, recommending that movie films be made available for the test of dollar-in-the-slot television.

Mr. Goldenson, said the Zenith president, "was the first major theatre operator to publicly agree that there should be a real test of Phonevision in the interest of all."

Refuse Film

"Most" of the major motion picture companies had refused to rent Zenith film for the test, depriving "us of the type and variety of features we need to make it truly representative," Mr. McDonald said. The test, FCC-approved, was to have started in Chicago Oct. 1, with films going to 300 Phonevision-equipped houses selected as typical of the population by a research bureau at the U. of Chicago.

Television and telephone installations were completed before the Oct. 1 date, and test transmissions from the Zenith video transmitter atop the Field Bldg. were called "excellent" by the company president.

"Recent developments," in the opinion of Comdr. McDonald, "make it seem likely that by Nov. 1 we will have available a true cross section of Hollywood's feature productions."

In the letter Mr. Goldenson sent to Mr. Skouras and other motion picture producers, he said he disagreed as to the "feasibility and economic value" of Phonevision, but he hoped enough films would be available for the test "so that all who are interested in the matter will have the results for proper appraisal and evaluation."

Television, not Phonevision, is the theatre-owners "dangerous competition," said Comdr. McDonald in citing the "adamant opposition" heretofore shown by the owners. He said he had been told by people in the motion picture industry that refusal to rent films in many cases stemmed from opposition by theatre owners. However, "Mr. Goldenson's letter has changed this situation. He has let it be known that he, as head of one of the nation's leading theatre organizations, wants Zenith supplied with enough motion pictures to make this a real test."

Comdr. McDonald said "it is the public that should be permitted to judge whether they shall be able to see fine motion pictures by pay-at-home television. They cannot judge, and express their decision, unless they have the opportunity during this 90-day test to pay or not to pay to see representative films in their homes."

Zenith, therefore, has resumed negotiations "with some of the major producers."

RTMA Chairmen Named

CHAIRMEN of three committees were named last week by Robert D. Sprague, president of Radio-Television Mfrs. Assn. Harry A. Ehle, International Resistance Co., was named chairman of the Town Meetings Committee, handling training programs. A. K. Ward, RCA, was named chairman, and Sidney Harman, David Bogen Co., vice chairman of the School Equipment Committee. E. W. Merriman, Allen B. DuMont Labs, was named chairman and A. T. Alexander, Motorola Inc., vice chairman of the RTMA Service Committee.

KTLA STUDIOS

Leases Melvan Theatre

KTLA (TV) Hollywood has leased the 1,000-seat Melvan Theatre, corner of Melrose and Van Ness Aves., Hollywood, at a reported price of $2,500 for use of the physical properties, plus $625 rent monthly. The building, renamed KTLA Studio Theatre, is less than a block from the station's main studios and will be channelled directly through the station's master control.

Expanded stage and camera platforms have been installed, with a theatre projection booth and all equipment retained to serve as an additional film studio. Space adjacent to the projection booth is to be utilized as a control room. The station plans to move most of the audience participation shows into the theatre, with several new shows that will require a large audience planned for showing there.

NEW annex, adjacent to main building, housing workshop and storage space for sets and art materials added at WAAM (TV) Baltimore.

SRT • SRT • SRT • SRT • SRT

RADIO and TV STATIONS

Profits Depend on

Efficient Personnel

Our Graduates are

Checked for
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Universal general corp. 324 CANAL ST. N. Y.

SIRAGUSA HITS FCC

In Chicago Address

BECAUSE of FCC's recent ruling on color television in which it attempts to force the adoption by the industry of a non-compatible system, the American public would lose 95% of the present $3 billion it has invested in home TV receivers.

This was voiced Sept. 29 by Ross D. Siragusa, president of Admiral Corp., in an address before the National Assn. of Furniture Manufacturers at Chicago's Edgewater Beach Hotel [BROADCASTING, Oct. 2]. He declared that compatibility, which would enable the reception of black and white pictures from color telecasts, "was nowhere in the picture" when the FCC ruled in favor of the CBS system on Sept. 1.

Following its ruling, Mr. Siragusa said, the Commission, "with all the subtlety of an order from the Kremlin," asked manufacturers to modify their sets, within 30 days, so that they would be compatible with the CBS system. Unless manufacturers did this, he said, the Commission said it would immediately adopt the CBS system as standard.

Both at the time of the FCC ruling and now there was no set in existence which would meet the Commission's requirements, he said. The Commission's move, he declared, was "as complicated and impractical as trying to convert the gasoline engines in 10 million automobiles now in service to charcoal burners."

Cost Prohibitive

Stating that while it could be done in the laboratory, to do it in the field would be both impractical from operating results and "utterly prohibitive from the standpoint of cost," he observed.

"It is my opinion," Mr. Siragusa continued, "that of the 10 million sets which will be in service by the end of the year, not 5% will ever be made compatible with the Columbia system. It will be better and cheaper for these initial supporters of the television industry to content themselves with black and white programs broadcast under present standards, or if they want color, junk their present sets and make heavy investments all over again. There is no such thing as invention by decree."

By the Commission's ruling, he said, viewers who wanted to receive only black and white television would be compelled to pay a substantial premium to continue to receive black and white from a color telecast.

He also criticized the FCC's delay in lifting the TV "freeze." Pointing out that the delay is depriving a large part of the country of television, he said the Commission has been considering the matter for more than two years and "if the gestation period goes on much longer, the public may demand a caesarean."

ATLAS FILM CORPORATION

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CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS

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Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

Film Report

APEX Electrical Mfg. Co., Cleveland, has prepared an advertising program featuring movie shorts and television films with 13 film playlets and six 20-second television films available to Apex dealers throughout the country. Entire cost of producing the films was paid by Apex. **Meldrum & Fewsmith**, Cleveland agency, prepared the material under direction of Frank S. Ryan, Apex advertising manager, and the films were produced by **Alexander Film Co.**, Colorado Springs, Col.

* * *

Johnny Yuhasz, independent motion picture producer-writer, starting video corporation to produce two dramatic program series. One, titled *Rogues Relics*, has mystery format. Actor **Clifton Webb** or **George Sanders** slated to handle leading role. Negotiations for sponsorship underway with three national firms reportedly interested in package.

* * *

Louis G. Snader, president of Snader Telescriptions, Hollywood, will release the first of a series of three to three and a half minute films for TV Nov. 1. He reports 960 open-end shows will be completed within the next year, at the rate of 20 a week. Films are available on 16 and 35mm prints, with sound, and feature such stars as Peggy Lee, Tex Ritter, The King Sisters, Mel Torme and the King Cole Trio.

FORTY television stations throughout country now carrying KTTV (TV) Hollywood *Television Newsreel*, Cameraman Charles de Doria's films of Korean fighting, station reports. Cameraman has been filming battle almost since its begininng for KTTV syndication.

SEVEN past presidents of the Society of Television Engineers joined in celebration of STE's 10th anniversary at a recent banquet in Hollywood. L to r: Harry Lubcke, Don Lee Television; Cameron Pierce, KECA-TV Los Angeles; Phil Caldwell, ABC-TV; Ed Hayes, Hughes Aircraft; H. E. Blatterman and Curtis Mason, KFI-TV Los Angeles; Larry Borgeson, RCA.

Media Expansion

(Continued from page 56)

despite the high cost of sets. "Radio went through a similar rapid development, and in 25 years grew from nothing to acceptance today in more than 95% of all American homes," he recalled. TV's growth is much quicker, he added.

Television on a completely national scale should catch up with radio in the number of homes reached "not sometime in 1955 as originally predicted, but long before that—the latter part of 1953 might be a reasonable guess," according to Mr. Donaldson.

He cited figures based on a quiz of 213 sales managers to indicate that a dramatized program, appealing to both eye and ear, was eight times as effective as an oral message in getting over the same sales point.

Using estimates of Jan. 1, 1951, TV ownership, he showed figures (see chart) indicating that 56% of all American homes will lie within range of a TV station, with 34% of these homes actually owning TV sets or 19% of all U. S. homes.

Just a few days ago, he noted, NBC revised its estimates to indicate 41% instead of 34% of all homes in TV areas having TV sets next Jan. 1, or 23% instead of 19% of all U. S. homes.

In line with Assn. of National Advertisers' campaign to reduce radio rates because of TV, Mr. Donaldson said: "It is an established fact that the average television home uses its set to the virtual exclusion of its radio set." He showed figures on Ford Theatre telecast, with declining cost per home reached.

He concluded with the statement that "the growth of television is, in effect the growth of a mighty salesman—a saleman which can be used with most gratifying results."

HOME EQUIPMENT

TV Seen Standard by '60

TELEVISION sets will be among the standard home equipment wanted by the average family in 1960, according to Robert P. Gerholz, of Flint, Mich., president of the National Assn. of Real Estate Boards.

Mr. Gerholz made the prediction during the convention banquet of the Washington Assn. of Realtors in the Davenport Hotel, Spokane. He based his statement on the results of an NAREB survey in which replies from 1,000 realtors from cities in 47 states and from the District of Columbia were tabulated.

WITH ADVERTISERS WHO KNOW TV BEST, IT'S WLW-TELEVISION

Among the smartest buyers of local advertising media, are retail food advertisers. That's why it's a real endorsement of WLW-Television's productivity to have outstanding food chains in each of its three cities buying across-the-board daytime programs . . . Parkview and Alber's Markets in Cincinnati, Liberal Markets in Dayton and Big Bear Markets in Columbus.

That's the case . . . and that's the reason you should contact the nearest WLW sales office about availabilities on

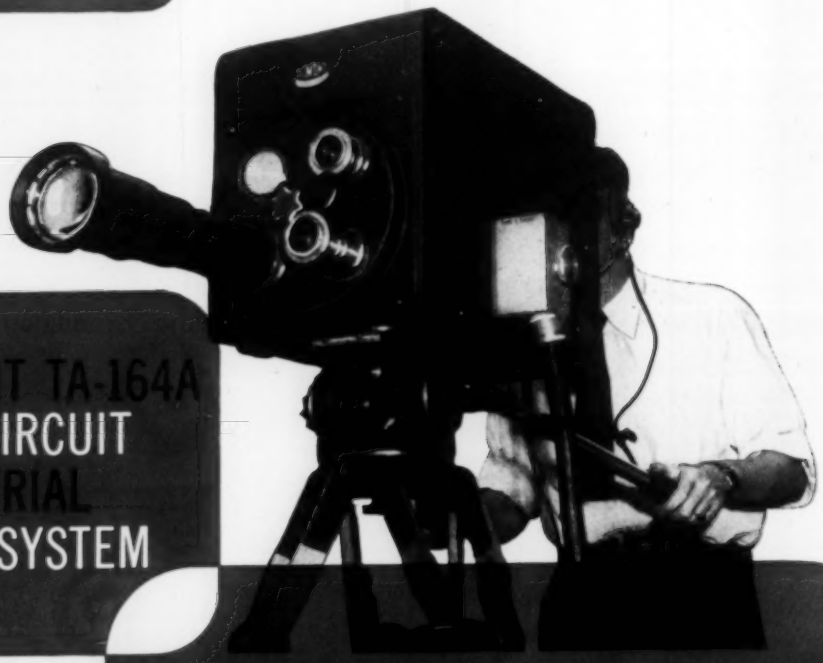
WLW-TELEVISION

—with more viewers than any station in Cincinnati, Dayton or Columbus.

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

Crosley Broadcasting Corporation

now color tv for industry!



THE DU MONT TA-164A CLOSED CIRCUIT INDUSTRIAL COLOR TV SYSTEM

Now available! The Du Mont tried-and-proved industrial color television system in a complete, packaged, ready-to-operate form. Designed specifically for industrial applications, the new Du Mont TA-164A Industrial Color TV System provides bandwidth of 15 mc. and picture resolution of 525 lines. Full high-fidelity color from light pastels to deep colors.

Engineered to provide dependable day-in day-out service required by industry, research, medicine, merchandising and countless other fields. Compact, lightweight, portable units are joined by interconnecting cables utilizing the famous Du Mont "Jiffy" connectors assuring complete flexibility and the Du Mont kind of dependability. May be plugged into power line anywhere. Operates on 110-volt 60-cycle AC.

▶ DETAILS ON REQUEST

DUMONT

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC.
Television Transmitter Division, Clifton, N. J.

SMPTE MEET

List Lake Placid Speakers

PROGRAM topics listed for the forthcoming 68th semi-annual convention of the Society of Motion Picture and Television Engineers [BROADCASTING, Sept. 25] include engineering advances in magnetic recording, sound, film registration and color photography. The convention will be held Oct. 16-20 at the Lake Placid Club, Lake Placid, N. Y.

Speakers at the Oct. 18 morning session will include: Loren L. Ryder, Paramount Pictures Corp., Hollywood; L. T. Goldsmith, SMPTE chairman; G. R. Crane, J. G. Frayne and E. W. Templin, all of Westrex Corp., Hollywood; R. H. Ranger, Rangertone Inc., Newark, N. J.; M. Rettinger, RCA Victor Division, Hollywood.

Subjects to be covered at the Oct. 19 afternoon and evening sessions include papers on film registration and photography and color. The following speakers are listed:

Edward Smith, Reeves Sound Studios, New York; A. E. Murray, Bausch & Lomb Optical Co., Rochester, N. Y.; G. L. Carrington, Altec Corp., Hollywood; W. V. Wolfe and W. F. Kelley, Research Council Inc., Hollywood; R. P. Shea, Producers' Service Corp., Hollywood; G. J. Badgley and W. R. Fraser, Naval Photographic Center, Washington; J. A. Norling, Loucks & Norling Studios Inc., New York; G. C. Misoner, Ansco, Binghamton, N. Y.; Karl Freund, Photo Research Corp., Burbank, Calif.

Social events planned for the five-day meeting include a cocktail hour followed by the annual banquet, dancing and entertainment in the Agora Theatre and sightseeing trips. Reservations are still being taken directly by the Lake Placid Club, according to William Kunzmann, convention vice president.

Australian Video

BIDS for the erection of Australia's first television station have been called for by the Australian Broadcasting Control Board. Experimental in nature, the outlet is to be built in Sydney. Although TV, under the present regulations, is a government monopoly, amendments to the Broadcast Control Act are expected to enable commercial stations to telecast.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About
CHNS
HALIFAX NOVA SCOTIA

TV'S NEWS 'SENSE'

Stymied by Economic Factors, Study Finds

TELEVISION has not yet developed its own dimension for news, partly because station operators have been unable to bridge the gap between presentations which appeal to advertisers and current economic considerations.

Some TV stations, in fact, have no news staffs at all and others report they maintain only skeleton crews.

These findings are among the conclusions reached in a survey completed at the U. of Missouri School of Journalism by Associate Professor Edward C. Lambert. The study was based on 61 returns received from questionnaires sent to 101 TV stations in operation as of March 1.

Results of Study

"One of the most surprising results of the study," Prof. Lambert stated, "was the revelation that 19 of the stations have no news staffs at all. Eleven stations, or 22%, reported a news staff of only one man (or his fulltime equivalent). The average TV newsroom, however, has two fulltime men and one halftime employe."

Over half of the stations in the news field now employ joint utilization of newsmen in AM, TV and FM operations, as 64% of the answering stations are affiliated with either an AM or FM outlet, he noted.

Station executives returning completed questionnaires were about evenly divided as to whether economy was "severely limiting" their news expansion, according to the survey. Forty-four percent said they were plagued by financial considerations; 41% reported no economic limitations; and 15% did not answer the question.

Those citing a "financial pinch" feel that the economic problem is the "worst hurdle," and that "there would be only small problems to face in giving really effective TV news coverage if the cost factor could be economically solved."

Most of the respondents, Prof. Lambert reported, have indicated they would like to offer "more substantial fare" but are "at a loss as to how it can be done in a manner that is both appealing to the viewers and yet inexpensive enough to attract sponsors." Only a few expressed doubt as to the value of TV news presentation.

Prof. Lambert quoted Con O'Dea, news and special events director, ABC Central Division, in summing up what he called a "general attitude."

"I do not believe that anyone, as yet, has solved the problem of presenting news on TV. The man who can solve that problem will become a rich man over night."

Philip Lasky, vice president and general manager of KPIX (TV) San Francisco, felt that "television will no doubt develop its 'news sense' as it grows, and as inexpensive techniques are developed . . . it is likely that the public will come to depend on this new medium for its news information."

The Lambert study reported further that only two of the stations which filed replies carry no news programs. The breakdown: 18 (30%) offer two per day; 15 (25%), one per day; 11 (18%) three daily; 4 (8%) four daily. Other individual stations schedule between five and nine each day.

Prof. Lambert, who conducts an advanced course in TV, qualified his findings with the reminder that stations reporting no newsrooms either use commercial newsreels or take network news shows. In fact, he found that 60% of reporting stations said they use commercial reels, presenting combined newscasts with addition of stills or motion pictures.

Over half (54%) of the nation's TV stations, according to the survey, apparently do not feel that on-the-spot telecasts will supplant film coverage of disasters and other unforeseen events, at least within the next five years. But the majority (60%) do utilize remote pickups for coverage of major events on a planned basis.

Little Conformity

Additionally, there is little conformity as yet as to type of news presentations, Prof. Lambert found, pointing to one finding that there is almost no type of news program that does not require some sort of aural explanation. He cited these statistics:

33% of news announcers present news with their scripts visible; 28% adlib news; 18% use a script out of range, and 15% use only notes. Live interviews are used by 54%, while 18% prefer filmed interviews.

Other findings uncovered by the Lambert survey:

16% of newsmen now employed in TV stations were hired directly from journalism schools; 42% were formerly employed by radio news departments and 24% by newspapers; 9% in photography; 3% in newsreels and dramatics.

KFBI Farm Day

KFBI Wichita, Kan., and its farm director, Lester Weatherwax, brought state and local recognition to the outlet's recently sponsored "Farm Soil Conservation Day" when more than 2,000 farmers visited a farm to see productive miracles, through conservation, about which Mr. Weatherwax had been telling them. Speakers at the event included Governor Frank Carlson; Hale Bondurant, KFBI manager, and Dr. H. H. Bennett, chief of U. S. Soil Conservation Service. The Bennett talk was transcribed and portions of it later used on ABC's *American Farmer* program.

TRIBUNE TOWER OAKLAND, CALIFORNIA
Represented Nationally by Burn-Smith

EXCESS PROFIT

Radio-TV Ask Tax Relief For 'Base Period'

EXCESS PROFIT problem which tax experts on Capitol Hill are studying is that of business firms, such as radio and television station licensees, who operated on the red side of the profit ledger during most of the so-called "base period."

Question already has been posed by some broadcasters as to their status. During World War II, the base period of earnings took in the years 1936-1939 and presumably the new excess profits tax law will take into account the years 1947-1949. However, the latter years make up the period when many radio and TV stations, particularly TV, were struggling to get on a sound economic basis.

Thus, broadcasters argue: What happens when such a "low profit" or "no profit" percentage base is compared with perhaps a "high profit" percentage base says in 1949? Will the balancing of figures lower the entire base percentage figure?

Tax experts with the Joint Committee on Internal Revenue & Taxation in Washington have an answer (tentative and subject to change in the working out of details).

They say that the Internal Revenue Code of 1939 (Sec. 722), as amended by the Internal Revenue Act of 1942 (for excess profits), contained a "relief provision." This provision applied to business firms getting started during the so-called "base period." If the firm increased its business or contracted for increased capacity during the period, it was permitted to average its base period on a modified "highest figure."

Such a provision, according to the tax staff, is contemplated for inclusion in the new excess profits recommendation.

That report is expected to be ready for study by the House Ways & Means Committee and the Senate Finance Committee by Nov. 27 when Congress is scheduled to reconvene. The new bill would be retroactive to July 1 or Oct. 1, 1950.

A resolution to that effect was included in the "interim" tax bill (HR 8920) which passed Congress last month [BROADCASTING, Sept. 4]. It has been signed by the President.

Would Add $4.5 Billion

Designed to add some $4.5 billion in revenue to help pay for U. S. defense, including the Korean situation, the bill also contained provisions to levy a 10% federal excise tax on TV sets on the manufacturing level.

Other features: Imposes tax on profit making business enterprises of certain educational institutions (including their commercial radio-TV stations); boosts corporation income taxes from which the government would gain some $1.5 billion a year; permits certain special tax incentives as encouragement to industry retooling for defense production; increases income taxes; sidetracks proposed tax on cooperatives.

If the present plan on the excess profit is followed it may mean that a "lame duck" Congress will be writing tax legislation—which is an unusual procedure but safer politically.

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA . . .

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

BURNETT EXPANDS

Dodge To Radio-TV Staff

LEO BURNETT Co., Chicago, expands its already extensive radio and TV operations with the addition of Frank Dodge as production manager in radio and TV in the New York office. Mr. Dodge, formerly of NBC and CBS, worked most recently as production coordinator on Arthur Godfrey's staff.

Ed Keil has been transferred from the radio and TV department in Chicago to the same department in New York. William McIlvain continues to handle broadcasting facilities and business matters in New York. In the Los Angeles branch, Wallace Ruggles and Alene Butcher have been hired to assist Broadcasting Manager Wendell Williams.

HERALDING WEBC Duluth's "bright new approach" to Duluth and Superior listeners with new program innovations, WEBC's new staff personalities, Rance Valentine (l) and Mark Sheeler, picket the studios on behalf of "Old Man Gloom."

MILLIONAIRE CLUB

WKY Staffer Starts Plan

TAKING his cue from a recent article in *True* magazine, Sportscaster Jim Hughes of WKY Oklahoma City has started to enlist members in his own "700 Millionaire Club." The article claimed that 700 Oklahoma millionaires support the U. of Oklahoma football players.

Deciding to go the magazine one better, Mr. Hughes also is making room for Oklahoma A. & M. in forming his club. Fearing that the A. & M. team may become choked up with jealousy at the sight of the Sooners floating in oil wealth, he wants the Aggies to have an equal number of "millionaire" backers, too.

Mr. Hughes has invited football fans to send in letters, accompanied by 25 cents, naming the football player they believe is most entitled to his own oil well. Aggie fans are to nominate Aggie players, O. U. fans are to nominate Sooners. The A. & M. player and the O. U. player receiving the most nominations in the first 700 letters from each school's backers, will receive oil wells of their own—trophies with gilded oil derricks.

L. A. CHARITIES

Unified Drive Opens Oct. 18

OPENING CAMPAIGN of Radio-Television-Recording Charities Inc., Los Angeles, non-profit organization formed to combine all charity demands in radio, television and allied fields into one unified drive, will be launched officially Oct. 18, it was announced last week at a special news conference.

Charities covered by the organization include American Cancer Society, American Heart Assn., Community Chest of Los Angeles area, American Red Cross, March of Dimes, Sister Kenny Foundation, YMCA of Los Angeles area. Additional charities will be added from time to time.

Patterned after the Motion Picture Permanent Charities Committee which has functioned successfully for the past several years in the Los Angeles area, the group will cover those in the following industries: Radio, television, recording and allied fields, artists' managers, business agents, radio and TV schools and audience survey companies, advertising agencies and unions.

Group has its headquarters at 1549 N. Vine St. Burt Zinn is executive director. Officers are Sidney N. Strotz, recently resigned as NBC administrative vice president, president; Larry Shea, president, Artists & Products Services, vice president; Donn Tatum, vice president and legal counsel, Don Lee network, secretary; Wayne Tiss, vice president in charge Hollywood office, BBDO, treasurer.

Charles S. Drane

CHARLES SISSON DRANE, 62, vice president in charge of advertising of Plough Inc., Memphis, manufacturer and international distributor of drug products and cosmetics, died Sept. 25 in Battle Creek Sanitarium, Battle Creek, Mich., after a long illness. He had been connected with Plough Inc. for 20 years. He is survived by his widow and four sisters.

MORE than 30 stations of Quaker network will air campaign speeches originating at key station, WFIL Philadelphia. Network is state wide.

Joseph Hershey McGillvra INC.

for "TOPS IN SPOTS"

Contact our nearest office

Chicago	185 N. Wabash Avenue
Atlanta	Rhodes-Haverty Building
Baltimore	2104 N. Charles Street
San Francisco	68 Post Street
Los Angeles	684 S. Lafayette Park Pl.
New York	366 Madison Avenue *Executive Office*

RADIO STATION REPRESENTATIVES • AM • FM • TV

CANADA MEET

WAB Discusses Surveys

RECOMMENDATIONS on sales and coincidental survey policies were made at the three day annual meeting, Sept. 28-30, of Canada's Western Assn. of Broadcasters at the Hotel Palliser, Calgary. Directors from the WAB will place the recommendations before the annual meeting of the Canadian Assn. of Broadcasters at Quebec next February.

The WAB recommended, after due discussion, that the Bureau of Broadcast Measurement, Toronto, take over the supervision and administration of coincidental telephone surveys. These are now handled by private organizations, and BBM is an organization set up by the broadcasters, advertising agencies and advertisers.

WAB also asked the CAB sales advisory committee to study the best and most practical methods of maintaining fair practices and standards throughout the industry. This resulted from a discussion on the per inquiry system of some radio advertisers.

It was also suggested that a series of programs be produced to tell listeners the importance of privately-owned broadcasting stations, and the work they do for their communities.

Western Canadian broadcast station technicians and engineers are to have their own annual meetings henceforth, it was unanimously decided during the final day sessions of the WAB annual meeting, with stations expected to finance the annual gatherings so that engineers could exchange views on operation and developments.

E. A. Rawlinson, president of CKBI Prince Albert, Sask., was elected president. He is also a director of the Canadian Assn. of Broadcasters. WAB directors elected were F. H. Elphicke, CKWX Vancouver; H. G. Love, CFCN Calgary, and Wm. Speers, CKRC Winnipeg.

A resolution from the City of Winnipeg was presented to the WAB meeting, thanking the broadcasters for their generous services during this year's Winnipeg and Manitoba floods and for the $985,000 raised by the radio stations for the Manitoba Flood Relief Campaign.

Low Power FM

FURTHER assist to noncommercial, educational FM radio was offered by FCC fortnight ago in reporting proposed rules to allow remote operation of FM transmitters of 10 w power or less. FCC indicated the present requirement that a licensed operator be present at the transmitter may preclude many institutions from entering the educational radio field. The Commission concluded, however, that since the 10 w transmitter operations are very efficient and of such low voltage remote operation under certain conditions should be permitted. Comment on the FCC's proposal must be filed by Nov. 3 and replies thereto by Nov. 13.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, as amended by Acts of March 3, 1933, and July 2, 1946

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C., for October 9, 1950.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maurice H. Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, and July 2, 1946, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.
Managing Editor—ART KING, Washington, D. C.
Business Manager—MAURICE H. LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bonafide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 15,355.

MAURICE H. LONG.

Sworn to and subscribed before me this 4th day of October, 1950.

MINNIE JACOBS,
(Seal) *Notary Public.*
(My commission expires November 14, 1951.)

HUGH M. P. Higgins (center), recently appointed director of Broadcast Advertising Bureau, chats with his luncheon guests, Lewis H. Avery (l), president of Avery-Knodel Inc., station representative firm, and Frank E. Pellegrin, vice president, Transit Radio Inc. Messrs. Avery and Pellegrin are onetime directors of BAB's predecessor, the Broadcast Advertising Dept. of NAB.

MULTIPLEX FM

Rules Change Asked

MULTIPLEX Development Corp., New York, which has reported successful testing of multiplex FM operations using the facilities of the former WGYN (FM) New York [BROADCASTING, Aug. 14, Sept. 25], has petitioned FCC to amend its rules to allow multiplexing of aural and other programs in addition to the presently authorized limited facsimile multiplexing.

Since a rule-making proceeding would be involved, it is believed the Commission may be inclined to review the entire FM field relating to transitcasting, storecasting etc. and the various proposals now before FCC. Muzak Corp. petitioned FCC for authorization of its subscription FM plan a fortnight ago [BROADCASTING, Sept. 11, 18].

Multiplex requests authorization of unlimited multiplexing by FM stations of facsimile and various aural services with standards calling for no degradation of the regular FM program below 15,000 cycles. Great potential aid to civil defense was cited as well as frequency conservation and new revenue for FM outlets. Petition was filed by Seymour Krieger and Norman Jorgensen, Washington radio counsel.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

How Many & How Much?

1949 BMB Daytime	BMB Radio Families	Prelim. Reports 1950 U. S. Census	1949 Retail Sales
50-100% 19 Counties	101,680	517,587	279,752
25-100% 27 Counties	157,110	814,186	452,784
10-100% 36 Counties	216,220	1,115,996	610,207
1949 BMB Nighttime			
50-100% 10 Counties	72,050	360,853	232,657
25-100% 22 Counties	128,350	654,711	373,006
10-100% 31 Counties	188,540	972,052	538,598

"RETAIL SALES FIGURES, "000" OMITTED ARE FROM SM 1950 "SURVEY OF BUYING POWER"

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
JEFF WILLIAMS PETERS, INC., National Representatives

WDRC
CONNECTICUT'S PIONEER BROADCASTER

STILL FIRST . . . 28 YEARS LATER!

WDRC is proud of its current Hooper figures . . . equally proud to be Connecticut's first AM Station (1922) and first FM Station (1939). For availabilities, write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

AS NBC's *Cavalcade of America* celebrates the start of its 16th year on the air, W. A. Hart (center), advertising director, The duPont Co. (sponsor), passes the cake following the "John Yankee" broadcast, to (l to r): Basil Rathbone, star of "John Yankee"; Arthur Pryor Jr., BBDO head of radio and television; Harold L. Blackburn, BBDO account executive, and Maurice Collette, head of the duPont account for BBDO.

FREEDOM WEEK

Montgomery Opens Crusade

CRUSADE for Freedom Week in New York City opened last week with a broadcast over 14 city radio stations of a call for enrollees, in the drive against Communist propaganda, by Robert Montgomery, radio commentator and screen star, and the broadcast of a special recording of the ringing of the 10-ton Freedom Bell which symbolizes the Crusade.

Objectives of the campaign, which is nation-wide, are to secure millions of American signatures on Freedom Scrolls, and to raise funds for expansion of Radio Free Europe, whose daily broadcasts are now aimed at counteracting Communist propaganda behind the Iron Curtain. The New York City Crusade for Freedom will continue until United Nations' Day, Oct. 24, when for the first time the Freedom Bell will be rung from the city hall of Berlin. Special programs over seven New York radio stations are planned. General Lucius D. Clay, former U. S. military governor in Germany, heads the Crusade.

LEGION AWARDS

Auxiliary Cites 3 Shows

THREE network programs have been named to receive the American Legion Auxiliary's 1950 radio awards which will be presented during the 30th annual Legion convention in Los Angeles.

Announced by Mrs. William Kashman of Hartford, Conn., national radio chairman of the auxiliary, the awards will go to *Cavalcade of America*, sponsored Tuesday on NBC by E. I. du Pont de Nemours & Co.; *Lux Radio Theatre*, presented Monday over CBS by Lever Bros., and *The Telephone Hour*, presented Monday over NBC by the Bell Telephone System.

INAUGURATION of series of educational broadcasts over WBUR (FM) Boston U.'s outlet, helped by presence of 350 Massachusetts educators, Sept. 29.

WBT OBJECTIONS

NLRB Recommendations Hit

OBJECTIONS to a trial examiner's recommendations that WBT Charlotte, N. C., reinstate 9 of 10 technicians it dismissed last year during the heat of its dispute with IBEW Local 1229—and to other preliminary findings—have been filed with the National Labor Relations Board by legal counsel for Jefferson Standard Broadcasting Co., licensee of the station.

The exceptions to recommendations of Examiner Alba Martin [BROADCASTING, Sept. 4, Aug. 28], it was understood, sharply protested:

(1) All reinstatements on grounds the employes had made "false and improper" references to the company.
(2) Finding that station had "refused to bargain" after April 30, 1950.
(3) Charge that the company "restrained and coerced" the technicians by giving them "unsatisfactory" endorsements in its communications with FCC.

Referred to Handbills

The WBT brief, filed Sept. 22, apparently referred in part to handbills allegedly distributed by the technicians, which described WBTV (TV) video operations as "second-class" and which contained other adverse comments. Charles Crutchfield, vice president and general manager of WBT-AM-FM and WBTV, previously had charged that the employes had done their "best to tear down and bankrupt our business."

In its brief, filed by the law firm of Prince & Blakeney, the company claimed that it dismissed the men "for cause"; that the trial examiner "erred" in charging it with "unfair labor practices" for discharging them; that it had not "refused" to bargain with the union since April 30, 1950, and that the original complaint was "vague and indefinite" and should have been dismissed.

WBT said it was not obliged to bargain with IBEW after April 30 on grounds that the union had lost its majority status for proper representation.

With respect to Sterling Hicks, IBEW Local business manager and station technician, who was convicted of a "misdemeanor" involving charges of conspiracy to dynamite the station's transmitting tower, the station maintained it had "good grounds" for giving him an "unsatisfactory" technical endorsement. Furthermore, the station questioned whether Mr. Martin should have ruled on the Hicks phase since it had not been included in the original complaint.

Mr. Martin did not recommend reinstatement for Mr. Hicks, unless his conviction should be reversed, but suggested the station review his technical qualifications and so advise the FCC as to its endorsement.

KNUZ Aids SPCA

TO help the local SPCA Shelter find homes for "orphaned dogs," KNUZ Houston, in cooperation with the National Biscuit Co., has devoted over 10 hours weekly as a public service. Indicating phenomenal response by listeners, KNUX reported finding homes for over 100 dogs since Sept. 1, the date the feature began.

STEWART TO FCC

In Organization, Methods

ERIC G. STEWART, formerly with the Bureau of the Budget, has been named by FCC as planning officer in charge of the Organization and Methods Division. He succeeds Charles Koblentz, who resigned to join the management consulting firm of Booz, Allen & Hamilton [CLOSED CIRCUIT, July 31]. Mr. Koblentz, before leaving FCC, supervised pre-organization surveys which lead to creation of the Common Carrier and Safety-Special Services bureaus.

Three other appointments also have been announced by FCC: Robert W. Cox, budget officer, has been promoted to assistant executive officer, while Richard Solan, personnel assistant, has been promoted to administrative assistant to the executive officer, W. K. Holl. Sydney L. O'Guin, acting chief, named chief of the Atlanta field office of the Commission's Common Carrier Bureau.

MORE AUDIENCE — MORE MAIL
MORE ADVERTISERS

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

programs promotion premiums

SATURATION ● ● ●

WHAM Rochester, N. Y., sponsoring all-out campaign including air, newspaper and direct mail. Twenty newspapers ads and direct mailings were built around station's local and network newscasts. Pictures of newscasters were used. Mailing went to 30,000 telephone homes, with additional distribution obtained through Welcome Wagon hostesses.

FIRE PREVENTION WEEK ●

WWDC Washington, Oct. 9-14, will broadcast all fire alarms reported in District area. When fire company is called out fire alarm headquarters will report to station and give details. Programs will be interrupted by sound of fire siren; announcer will then give location of general area of fire, also will bring out that week is Fire Prevention Week.

FAN TURNOUT ● ● ●

WLW Cincinnati's Ruth Lyons took her *Morning Matinee* and *Fifty Club* shows to Columbus for local "Ruth Lyons Day." Shows are simulcast over WLWC (TV) Columbus, WLWD (TV) Dayton and WLWT (TV) Cincinnati. *Matinee* show was held in downtown theatre, for which reportedly over 15,000 listeners sought tickets. *Fifty Club* originated in WLWC studios. Police-escorted downtown cavalcade and visits to hospitals completed day. Similar trip to Dayton scheduled for Oct. 13.

WCCO 'SCOOP' ● ● ●

WCCO Minneapolis, Sept. 25, through alertness of Ralph Moffatt, disc jockey, scored local news "beat." Mr. Moffatt noticed ambulances while on his way to work, and called WCCO news department. Following ambulances, Charles Sarjeant and Newscaster Jack Huston found school bus which had been forced off highway in collision with car while en route to ball game. Six children had been hospitalized. On-the-scene report was radioed to station from mobile unit and used on Cedric Adams *Nighttime News* show.

EGG TIMER ● ● ●

WIBW Topeka, Kan., sends trade lime green card with three-minute egg timer attached by brads. Card reads, in part, "WIBW turns time into greater sales for you!" Similarities between dependability of timer and station's programming are brought out. Card is attached by which additionel timers, station's availabilities or Dr. Whan's survey of Kansas radio listening may be ordered.

PAPER'S SHOW ● ● ●

KNBC San Francisco, *Mapping the News*, Sun., 12:10-12:30 p.m. Discussion and analysis of week's news, sponsored by San Francisco *Chronicle*. Show is handled by two members of *Chronicle* editorial staff, Gene Forbes and Ed Radenzel. References to maps in *Chronicle* tie up two media.

POSTCARD CAMPAIGN ● ●

WCOP Boston conducting eight-week postcard campaign, lasting through October. Photograph postcards, showing WCOP artists at work, sent to trade. Back of each postcard carries simulated handwritten message from star pictured on front, urging reader to make use of station's popularity.

NEW LOCATION ● ● ●

WTAG Worcester, Mass., *Julie 'n' Johnny*. Morning chatter show now aired from Town Room of Hotel Sheraton in Worcester. Listeners who write for tickets are seated in special roped-off section, and interviewed. Others occupy remainder of room's 200 seats. Hotel's guests are invited to take part in program by cards left in rooms.

SIMPLE ADDITION ● ● ●

MBS sends trade large paper-bound book containing grey, yellow and white illustration of "Mister Plus" from its current campaign. Network's symbol is seen in various costumes and situations pointing up coverage, low cost, flexibility, etc. Letter from Robert A. Schmid, vice president, typed in form of plus sign, accompanies book.

CENTENNIAL celebration of Manchester, Iowa, gave Tait Cummins (r), sports director WMT Cedar Rapids, an opportunity to use this covered wagon. Wagon had been won by WMT in a CBS March of Dimes contest two years ago. Banner read, "Follow the Iowa Hawkeyes with Iowa's Favorite Sportscaster Tait Cummins."

HISTORICAL INTERVIEW ●

HOG Panama Sept. 22 interviewed two direct descendants of Capt. Bligh and Fletcher Christian, famed characters of "Mutiny on the Bounty." Manager Len Worcester brought together Capt. Roger Bligh, stationed in Canal Zone, and Mrs. Verna Christian of Pitcairn Island who was visiting zone for medical treatment. Capt. Bligh presented Mrs. Christian with copies of "Mutiny" and "Pitcairn Island," neither of which she had ever read.

KDKA CAPSULE ● ● ●

KDKA Pittsburgh mails trade small folder bearing picture of its antenna on cover. Inside, under banner, "Welcome to KDKA," are: (1) Capsule history of KDKA, giving highlights of important years from 1916-1922, and (2) sketch of behind the scene work that goes into airing 19½ hours of programming daily.

REMOTE REMOTES ● ● ●

WTMA-AM-FM Charleston, S. C. Stations went separate ways to give listeners choice football play-by-plays recently. WTMA-AM journeyed to Miami, Fla., some 650 miles away, to cover game between Citadel of Charleston, and U. of Miami. WTMA-FM aired, at same time, game between Summerville and Beaufort high schools in Beaufort, 140 miles from stations' transmitter.

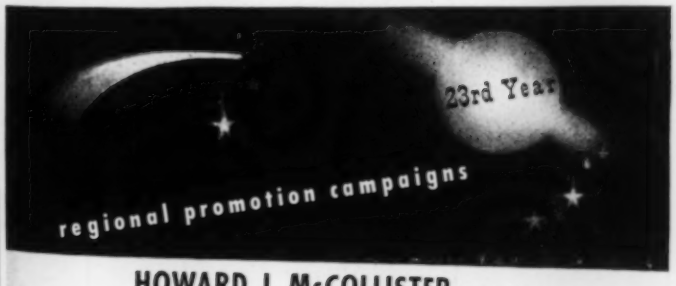
KSL LOCOMOTIVE ● ● ●

KSL Salt Lake City sends trade buff and black folder with picture of locomotive, labeled "KSL," and engineer holding station's microphone, on cover. Caption reads, "Get Aboard!" Inside, with appropriate illustrations, states that 1 million people wait "at the station (KSL)." Market data and coverage facts are quoted.

LEGIONNAIRE REPORTS ●

KSTP-TV Minneapolis, Sun., 10:15-10:30 p.m. Bob Conn, Commander of 5th district of American Legion in Minneapolis, reports on Korean war, drawing on background of two years in Korea during last war. As well as giving well integrated reports on current progress, Mr. Conn inserts items of interest concerning customs and habits of Koreans.

WAER (FM) Syracuse U., educational outlet, increases power to 1 kw.



HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·

Respects

(Continued from page 48)

turning point in his radio career, he might well say: "I left home for New York and ended up in Minneapolis"—a statement overly-simplified but literally true.

The WCCO executive was born in Chattanooga, Tenn., June 21, 1917. His father was employed in the wood box manufacturing business in Chattanooga where the son attended high school.

Young Wilkey cultivated an embryo's interest in the radio art while still in college. He was instrumental in organizing a radio unit of six members "four (of whom) are engaged in the radio business today. Two are network announcers and the other is with a clear channel station in the south."

At the U. of Chattanooga, Mr. Wilkey also supplemented his activities with teaching at a military prep school. When illness struck him down for a year, he turned to radio for his recreation and found himself interested in the medium.

Upon recovery he returned to the university and continued his studies, receiving a B.A. degree. During those college days, Mr. Wilkey dabbled at various jobs enabling him to continue his education. These assorted duties ranged from selling women's shoes to driving a delivery truck for a Chattanooga florist.

But such uninspired duties were not for Gene Wilkey, who turned to WDOD Chattanooga, a CBS affiliate, for employment as general handyman. "It was a job and not a position," Mr. Wilkey muses, recalling those post-college days. "In fact, there are more jobs than positions in every station I have seen." Successively, he was night telephone operator, assistant producer, and "extra" announcer. He left WDOD in 1944 while station program director.

A. E. Joscelyn, CBS operations manager on the West Coast, was responsible for one of Columbia's patented famous "fast transfers." Mr. Wilkey was scheduled to join CBS New York's production department when "Jos," then manager of WCCO, just happened along on the scene at the CBS personnel department in Manhattan.

To Minneapolis

When he perused Mr. Wilkey's personnel records, Mr. Joscelyn decided then and there that the Tennessean was just the man WCCO was looking for. Thus Mr. Wilkey went to Minneapolis as assistant program director.

That "steal" on the parent CBS network marked the turning point of a career that was to assure Mr. Wilkey a firm place in the hearts of the Minneapolis populace and trade.

Thereafter he served as production manager and program director, assuming broader responsibilities until, in 1948, he was named WCCO's assistant general manager. His duties mounted with his appointment as general sales manager of the station the following year. When Wendell B. Campbell ascended to the post of western sales manager for CBS in Chicago last Feb. 16, young Mr. Wilkey stepped in as general manager.

It was perhaps inevitable that Mr. Wilkey, who served under Mr. Joscelyn and, later, Merle Jones, should assume the general managership of the CBS-owned Minneapolis station—perhaps just as inevitable as the fact that Mr. Jones rejoined Mr. Joscelyn on the West Coast as director of KNX Los Angeles—as part of the network's realignment early this year.

Post-War Readjustments

Those six short years marking his rise to the managership of WCCO, his associates emphasize, were replete with personnel and sales problems growing out of the war and the post-war adjustment period. But Mr. Wilkey set out on a policy of developing outstanding radio names, among them Cedric Adams, who developed under the Wilkey aegis from a local newscaster to a radio and television star heard coast-to-coast five days weekly.

Bob DeHaven, Larry Haeg and George Grim, other WCCO personalities, also became household names through the Northwest's bread-basket of the nation. Recent additions include Stew McPherson and Ralph Moffatt, who were coaxed over from Europe.

Under his guidance, WCCO personalities became stronger, clients increased, and the station's formula, "Good Neighbor to the Northwest," expanded with all-out participation in such community activities as the March of Dimes, Minnesota State Fair and the Minneapolis Aquatennial radio shows, fed coast-to-coast each summer.

Mr. Wilkey also had a significant hand, under the management of Mr. Jones, in formation of a series of human relations programs (*Neither Free Nor Equal, As the Twig is Bent*) in which CBS has specialized. He worked with Sig Mickelson and Ralph Backl, now with CBS in New York.

The WCCO executive's record in the programming and sales fields should qualify him to know whereof he speaks when expressing convictions on the future of radio. When confronted by alarmists and TV enthusiasts, Mr. Wilkey lets it be known that "radio . . . good radio . . . will not suffer materially from the so-called inroads of television." He feels good radio will become bigger and better, but quickly adds that the foundation of "good radio" is good programming and smart selling which utilize all the force that radio can muster.

To that end Mr. Wilkey has contributed much to WCCO's strong annual summer sales pitches ("Sell 'em While They're Hot," etc.), designed to counteract that occupational radio bogey, the hiatus, when some advertisers prefer to sit it out advertising-wise.

Aside from his responsibility of maintaining WCCO among the top in Twin City broadcasting circles, Mr. Wilkey also serves as general chairman of the Hennepin County chapter of the National Foundation for Infantile Paralysis, and as radio chairman of the county chapter of the American Red Cross. He also serves on the board of directors of the Minneapolis Aquatennial Assn., and as a member of the Rotary Club, Minneapolis Athletic Club and Minneapolis Club.

His principal hobby according to his friends, is his job, but Mr. Wilkey does manage to do some fishing or play an occasional round of golf.

One other proof of Mr. Wilkey's sales talents—on April 5, 1947 he married his secretary, the former Emelee Kremer of Minneapolis.

When asked about his future plans, the Tennessean usually smiles and, recalling his Chattanooga experience, replies: "To avoid teaching school."

Selling Guests

WITH the cream of women commentators in town for the District 10 Assn. of Women Broadcasters meeting, Sept. 23, Betty Wells, KRNT Des Moines, proved an opportunist. She invited to her program Doris Murphy of KMA Shenandoah, Iowa, and KMTV (TV) Omaha, District 10 chairman; Mary Louise Marshall, WOC-AM-TV Davenport, Iowa state chairman; Martha Bohlsen, WOW-AM-TV Omaha, Nebraska state chairman, and Sandra Lea, WHB Kansas City, Mo., Missouri state chairman. Then to prove their selling powers, Miss Wells had each of her guests give a commercial on the air.

ANDERSON NAMED
Radio News Club President

DAVID ANDERSON, NBC Hollywood newscaster, has been elected president of the Radio News Club of Southern California. He succeeds Al Gordon, KFWB Los Angeles news editor.

Bob Garred, ABC newscaster, and Betty Penny, freelance news writer, were named vice president and secretary treasurer, respectively of RNC. Besides Mr. Gordon, new board members include Chet Huntley, CBS news analyst; Hank Weaver, ABC newscaster, and Al Downs, assistant manager, NBC Western Division news and special events department.

WTIC Hartford carried direct telephone-recorded report on total eclipse of moon, Sept. 25, from Observatory at Yale U.

MAJOR LEAGUE BASEBALL
Rings the Bell for
LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System . . . and major league baseball has made Liberty the largest baseball network in the history of radio!

LIBERTY BROADCASTING SYSTEM
Dallas, Texas

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — Merle V. Watson
Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES
Peoria, Illinois — — Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

PACIFIC AAAA

Radio-TV Oct. 8-11 Agenda

TWO TOP agency executives will discuss the role of radio and television in relation to the problem of how West Coast advertisers can expand their horizons to keep pace with West Coast industry, at the annual meeting of the Pacific Council of American Assn. of Advertising Agencies which opened yesterday (Sunday) at the Hotel Del Coronado, Coronado, Calif, and will run through Tuesday.

J. C. Cornelius, executive vice president in charge of western offices, BBDO, Minneapolis, will take up "Problems Regarding Radio and Television Rating Services" at one of the main sessions. At another, Richard E. Francis, vice president and manager of the Hollywood office, Campbell-Ewald Co., will discuss "What's the Latest Regarding Television on the West Coast?"

Other speakers include:

Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt, New York; Clarence B. Goshorn, chairman of board, Benton & Bowles, New York; Fairfax Cone, chairman of board, Foote, Cone & Belding, Chicago, and national AAAA chairman; Thomas Dillon, vice president and account executive, BBDO, Los Angeles; Louis N. Brockway, executive vice president, Young & Rubicam, New York; Frank H. Graf, A. C. Nielsen Co., San Francisco.

Innovation at this year's convention is the inviting of advertisers to sessions. Approximately 300-400 agency and advertising people are expected to attend the four day meet.

Rosene Named

MARVIN ROSENE, salesman for WIND Chicago who has been active in the Midwest Baseball Network controlled and originated by the station, has been named general manager of KIOA Des Moines. KIOA was taken over Oct. 1 by Ralph L. Atlass, general manager of WIND, and several associates.

NEW officers of the New Jersey Broadcasters' Assn. getting together after their election at the annual meeting Sept. 29 at Asbury Park, N. J. [BROADCASTING, Oct. 2], are (l to r): Fred Weber, WFPG Atlantic City, member of executive committee; Ranulf Compton, WKDN Camden, vice president; Maurice B. Mitchell, new general manager of Associated Program Service, who addressed convention on radio sales; Carl Mark, WTTM Trenton, president; Harry Goodwin, WNJR Newark, member of executive committee; Thomas B. Tighe, WJLK Asbury Park, secretary-treasurer.

BETTER ADS

AAAA Central Council Theme At Meeting in Chicago

ADVERTISING AGENCIES' "number 1" job this year is to create better ads, and this goal was taken as the theme of the annual Central Council Meeting of the American Assn. of Advertising Agencies (AAAA) in Chicago last week.

An estimated 250 advertising executives met at the Drake Hotel Thursday and Friday to hear nationally-known agency men back up the theme of the sessions. Central Council meetings scheduled for all day Friday were preceded by a closed management meeting Thursday afternoon and evening, when AAAA President Fred Gamble moderated panel groups discussing general management problems of the industry.

Panelists included Fairfax Cone, chairman of the national board; Louis N. Brockway, vice chairman, executive vice president, Young & Rubicam; John P. Cunningham, J. Davis Danforth, Winthrop Hoyt, Abbott Kimball, George Weber, Earle Ludgin, Albert W. Scherer, John L. McQuigg, Ralph L. Wolfe and Wesley Ecoff.

Henry Haupt, Central Council chairman, vice president at the Chicago office of BBDO, arranged for speakers to appear at the Friday clinics. They, with their topics, were: Mr. Gamble, "The State of the Industry"; Mr. Cunningham, executive vice president of Cunningham & Walsh, New York, "The Headwork, Footwork and Penwork of Copywriting," and Julian L. Watkins, executive at J. Walter Thompson, New York, "Inspiring Copy Makes Great Advertisements."

A morning television session concerned production problems, reduction of costs, and video research. Members of the panel were Clarence Goshorn, chairman, president, Benton & Bowles; Mr. Brockway, Hugh Davis, executive vice president, Foote, Cone & Belding; Mr. Hoyt, R. J. Scott, president, Schwimmer & Scott, and J. L. Stolzoff, vice president, Cramer-Krasselt.

Clifton Utley, NBC radio and TV news commentator from Chicago, discussed "The World Situation" at the Friday luncheon, after which Sam Gale, vice president and director of advertising and public service for General Mills, spoke on "Someone's Listening" at the afternoon session.

Other speakers—Ted Patrick, editor of *Holiday* magazine, "An Editor Looks at Advertising"; Andrew Armstrong, Leo Burnett agency, Chicago, "New Trends in Art"; John Caples, vice president of BBDO, New York, "Best Pulling Ads"; Mr. Brockway, ethics as a factor in the creation of better advertising.

Mr. Cone, board chairman of Foote, Cone & Belding, concluded the day's activities with his explanation of why "Copy Is Still Our No. 1 Job."

WFJL NEWSMAN

To Interview World Figures

CHICAGOAN Charles F. Sebastian, president of the Chicago News Broadcasters Assn. and news director of WFJL (FM) in that city, began his biggest assignment Friday. He flew from Chicago to Los Angeles on the first lap of a 30,000-mile radio news gathering tour which will take him around the world for interviews with Gen. Douglas MacArthur, Emperor Hirohito, Pope Pius, Nehru, Clement Atlee, Winston Churchill and Chiang Kai Shek, among other international figures.

Mr. Sebastian's tour-of-duty as a radio reporter for WFJL was assigned by Bishop Bernard J. Sheil, D.D., who is president of the noncommercial broadcast station. His assignment: To establish a closer bond between the fighting man and the home front.

His means to that end will be tape-recorded interviews with soldiers and civilians in Korea, pictures of soldiers which will be sent to them and their families, newspaper accounts distributed locally, and motion pictures of schools, pupils and teachers, which will be compiled later into educational films for distribution to U. S. schools.

The taped reports will be air mailed back here for broadcast on WFJL. He will continue his show, *Editor's Comment*.

F. Y. I.

(for your information)...

Cities grow 'out' not 'up.' . . . Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of long-standing factory and residential areas unannexed by the City of Terre Haute, so it's a city of over 100,000 people, with 298,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.

THE OLD SEA-HORSE SAYS:

Have *YOU* checked the WVMI—Area?

Only WVMI can offer "So Much For So Little"—May we tell you more?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

CBS WTHI TERRE HAUTE, IND. REP. BY—BOLLING CO. New York · Chicago · Hollywood

DISTRICT 10 DELEGATES at NAB meeting in St. Louis [BROADCASTING, Oct. 2] **are (l to r): Seated, S. H. McGovern, KSO Des Moines; Fred Albertson, Dow, Lowhes & Albertson; NAB President Justin Miller; Ralph Evans, WHO Des Moines-WOC Davenport; Art Poppenberg, INS. Back row, George Smith, KFOR Lincoln, Neb.; Ernie Saunders, WOC Davenport; George Kercher, Edward Petry & Co.; Paul Clark, RCA; Carl Haverlin, BMI; Bill Newens, KOIL Omaha.**

* * *

BMB FUTURE

Flaherty Queries NAB At Dist. 10

WHAT'S HAPPENED to the Broadcast Measurement Bureau? Eugene T. Flaherty, general manager of KSCJ Sioux City, raised the question toward the end of NAB's District 10 convention Sept. 29 in St. Louis. Other members and non-members of NAB in attendance at the final district sessions in the Chase Hotel also seemed anxious to know if the association intends to preserve BMB.

Mr. Flaherty addressed his query to Charles C. Caley, member of the NAB board's five-man BAB committee, following Mr. Caley's endorsement of an enlarged and strengthened Broadcast Advertising Bureau [BROADCASTING, Oct. 2].

"Would it be possible for the new BAB to embrace BMB, which is needed to round out the association's sales promotion activities, and which advertisers and agencies alike have sought for so long?" he asked.

As others echoed the question, Mr. Caley replied that the NAB board has given much thought to the continuance of BMB and hopes some day to re-establish the bureau as a separate adjunct of NAB. He asserted, however, that the association has no plans to incorporate the measurement service within the sales agency.

Threat Pointed Up

The increasing threat of multiple sponsorships was pointed up by Lyle De Moss, WOW Omaha, who told of a group of three food processors who are now advertising a cereal-coffee-tomato juice package on the air, known as a "hot-quick breakfast."

"This seems like a hot-quick way for these three advertisers to keep from spending more money in radio," said Mr. De Moss. "Soon we'll be having beer-and-pretzels, as well as ham-and-cheese, in the same announcements."

E. K. Hartenbower, KCMO Kansas City, asked if stations desiring to join BAB would feel required to keep up NAB memberships, especially since BAB is to be set up separate and apart from the parent association.

District Director William B. Quarton expressed the hope that NAB memberships would not suffer due to BAB's proposed divorcement from the association. He detailed the wide range of services which NAB offers outside the sales field and predicted these activities would increase in effectiveness once BAB starts functioning under its own power. Mr. Quarton stressed the importance of the association divorcing BAB "so that the sales bureau may attract many members in interests outside broadcasting."

BAB's Place

When Ralph Evans, WOC Davenport, asked whether super-BAB discussions would be included in the agenda at future NAB district and national meetings, he was assured by Mr. Caley that BAB "will have its place at our conventions more than ever before."

An added feature during the final day's sessions was the luncheon talk of Col. Cornelius P. Van Ness, USMC, assigned to the St. Louis area. Discussing the national emergency, Col. Van Ness termed radio "the greatest of media," and recalled that the military "has made great use of it, thanks to the generosity of you broadcasters." He stressed the importance of "broadcasters never again succumbing to the smile of the (Russian) bear."

The District's resolution urging the industry to ask for "special relief" under the proposed excess profits tax law [BROADCASTING, Oct. 2] was inspired by a letter written to delegates by Ray E. Dady, vice president of KWK St. Louis. The letter noted that the American broadcaster, "with an almost unparalleled willingness to make sacrifices on behalf of public service, to abandon 'business and profits as usual' whenever the national welfare is concerned, should be one of the last to ask for special consideration from the lawmakers of the United States."

Levy Seen Severe

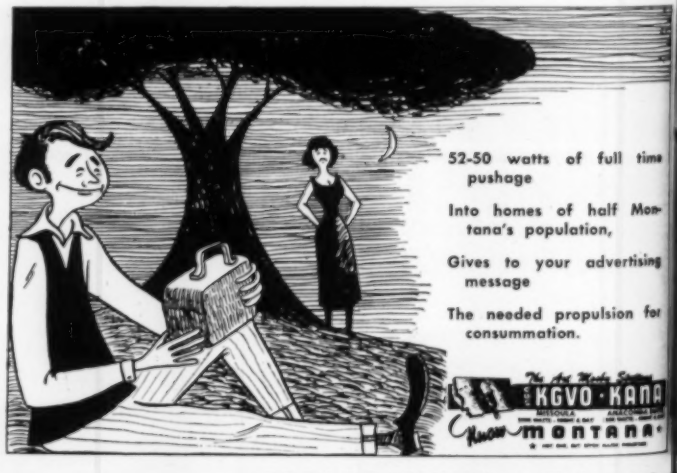
"However, in the interest of fairness in taxation," it continued, "this letter advances the thought that any excess profits levy which may be written into law during the next Congress, is likely to be a severely penalizing, if not confiscatory, enactment unless broadcasters give voice to their unique problem and urge the Congress to provide unique relief."

Predicting that earnings in 1947, 1948, and 1949 "will be averaged out and used as the base earning period," Mr. Dady's letter asked, "What other major industry has lived through the post-war years with two revolutionary technological developments—FM and TV—either one or both of which might make unprofitable the continued operation of one's existing productive plant; huge capital risks building consumer FM and TV demand from scratch."

ASTATIC Corp., Conneaut, Ohio, produces CAC-J crystal cartridge for high quality performance of LP records.

Smiling Mike announces the appointment of Devney and Company 535 Fifth Avenue, New York as National Representatives

WMTR
NOW 1000 WATTS
MORRISTOWN, N. J.



LEVITY PREVAILED as this group was caught at NAB District 10 convention (l to r): Seated, Chet Thomas, KXOK St. Louis; Robert Convey, KWK St. Louis; William B. Quarton, WMT Cedar Rapids, district director; George Burbach, KSD St. Louis; William Ware, KSTL St. Louis. Back row, Woody Woods, WHO Des Moines; Charles Church, KMBC Kansas City; Harry Burke, KFAB Omaha; Karl Koerper, KMBC Kansas City.

EIGHT-MAN SEGMENT of NAB District 10 delegation at St. Louis (l to r): Seated, Mahlon Aldridge, KFRU Columbia, Mo.; Sam Bennett, Arthur Church Jr., KMBC Kansas City; E. K. Hartenbower, KCMO Kansas City. Standing, Frank Fogarty, Lyle DeMoss, WOW Omaha; John Schilling, WHB Kansas City; Mike Carmichael, KWK St. Louis.

10TH DISTRICT Registration List

Ackerly, Gene, KCOW Alliance, Neb.; Albertson, Fred W., Dow, Lohnes & Albertson, Washington; Aldridge, Mahlon, KFRU Columbia, Mo.; Alexander, John, KODY North Platte, Neb.; Bates, Walter S., Associated Program Service, New York; Batson, Charles A., NAB, Washington; Bennett, Sam H., WIL St. Louis; Barrington, Bruce, KXOK St. Louis; Blackburn, J. W., Blackburn-Hamilton Co., Washington; Breen, Ed., KVFD Fort Dodge; Budde, W. F., KWK St. Louis; Burbach, George M., KSD & KSD-TV St. Louis; Burke, Harry, KFAD Omaha; Brown, Foster H., KXOK St. Louis; Burton, Robert J., BMI, New York; Burns, Roberta, KBOE Oskaloosa; Cary, Tom, KRES St. Joseph; Cate, Bill H., KBOA Kennett, Mo.; Church, Arthur B. Jr., KMBC Kansas City; Church, Charles F. Jr., KMBC Kansas City; Clark, Paul, RCA Chicago; Collins, James F., KFMO Flat River, Mo.; Cribb, Wayne W., KHMO Hannibal; Croker, W., KDEC Decorah, Ia.; Currier, Merrill C., WKRO Cairo, Ill.; Daly, John J., KDMO Carthage, Mo.; Davis, Don, WHB Kansas City; De Bow, John, WTAD Quincy, Ill.; Dennis, Ed, WHB Kansas City; De Moss, Lyle, WOW Omaha; Devine, John, Standard Radio, Chicago; Doherty, R. P., NAB, Washington.

Evans, R. W., KCMO and KCMO-FM, Kansas City; Evans, Ralph, WHO & WOC, Davenport; Flaherty, Gene, KSCJ Sioux City; Fogarty, Frank P., WOW Omaha; Foster, Ralph D., KWTO Springfield; Franz, J. Noland, KMBC-KFRM, Kansas City; Fulton, Harold W., WHO Des Moines; Goldenberg, Henry, WHB Kansas City; Goodding, Ken, KRES St. Joseph; Gordon, Ken, KDTH Dubuque; Haerle, John M., Gates Radio Co., Quincy, Ill.; Hagenah, Gus, Standard Radio, Chicago; Hamlin, Edward W., KSD KSD-TV St. Louis; Hardy, Ralph W., NAB, Washington; Harrison, Austin, KSWM Joplin, Mo.; Hart, Miss Lee, BAB, New York; Hartenbower, E. K., KCMO Kansas City; Hatchett, Wayne J., KJFJ Webster City, Ia.; Haverlin, Carl, BMI, New York; Hetherington, Chris, John Blair & Co., St. Louis; Hetherington, R. M., WIL St. Louis; Higby, Harold W., KWBB Boone, Ia.; Hilliard, L. L., KOLT Scottsbluff, Neb.; Hirsch, Oscar C. and Ralph L., KFVS Cape Girardeau, Mo.; Huber, E. J. (Mike), KTRI Sioux City; Jacobson, W. S., KROS Clinton, Ia.; Kasten, Dick J., KSTL St. Louis; Keefe, Howard M., Jos. Hershey McGillvra, Chicago; Kercher, George A., Edward Petry & Co.; St. Louis; Kerrigan, Jack, WHO Des Moines; King, Alvin M., Capitol Records, Chicago; Koerper, Karl, KMBC Kansas City; Lenwell, Leroy W., KBRL McCook, Neb.; Loers, Lloyd D., WTAD Quincy; Long, Maury, BROADCASTING, Washington.

Marlin, A. W., BMI, New York; Masterson, Bert, United Press, Chicago; Mathews, Frank, Wichita; McCarthy, A. L., KWOC Poplar Bluff, Mo.; McGovern, S. H., KSO Des Moines; McKenney, L. C., KDMO Carthage, Mo.; Meadows, Dan, RCA, Chicago; Millen, Paul E., KWCR Cedar Rapids; Miller, Justin, NAB, Washington; Miller, L. A. "Jiggs", KEHD Omaha; Milligan, Merritt, WTAD Quincy; Muschany, Elmer G. KXOK St. Louis; Neathery, Robert, KWPM West Plains, Mo.; Newsons, William, KOIL Omaha; Nickles, Robert W., KFAL Fulton, Mo.; Pagliara, Nick, WIL St. Louis; Parker, Kenneth M., SESAC, New York; Poppenberg, Art, INS New York; Quarton, Wm. B., WMT Cedar Rapids; Rasmussen, Lee Gordon, KJFJ Webster City, Ia.; Reilly, Bill, RCA Thesaurus, Chicago; Rogers, Dave., RCA Thesaurus, Chicago; Rose, R. L., KWOS Jefferson City; Sammons, Elizabeth, KSCJ Sioux City; Sanders, Ernie, WOC & WOC-TV Davenport; Schilling, John T., WHB Kansas City; Sharpe, Virgil, KOIL Omaha; Sheperd, KNCM Moberly, Mo.; Sloan, S. E. "Art", KXLW St. Louis.

Smith, George X, KFOR Lincoln; Springgate, V. N., KXOK St. Louis; Stufflebam, R. L., KSTL St. Louis; Teich, Walt, KROS Clinton, Ia.; Thomas, C. P. (Chet), KXOK St. Louis; Thompson, Bill, BROADCASTING, Chicago; Tinnea, John W., KWK St. Louis; Van Nostrand, Lew, WMT Cedar Rapids; Varnum, Walt, RCA Kansas City; Vick, John O., KOEL Oelwein, Ia.; Volger, George, KWPC Muscatine, Ia.; Ward, G. Pearson, KTTS Springfield; Ware, Les, KXLW St. Louis; Ware, William E., KSTL St. Louis; Weis, Pierre, Lang-Worth, New York; Wheeler, Edward A., WEAW Evanston, Ill.; Williams, C. Earl, KFNF Shenandoah, Ia.; Wodlinger, Mark, WOC & WOC-TV Davenport; Woods, W. W., WHO Des Moines; Yeldell, Guy, KSD & KSD-TV St. Louis; Young, H. C., KSIM Sikeston, Mo.; Zehr, H. J., KWK St. Louis.

MEDIA CLINIC

Agenda Set for Chicago Meet

FIVE Chicago radio and television executives will outline methods of the broadcast media Oct. 25 and Nov. 1 to enrollees in the media clinic of the 1950 Advertising Workshop, co-sponsored by the Chicago Federated Advertising Club and the Women's Advertising Club.

Radio will be discussed Oct. 25 by Louis J. Nelson, media director, Wade Advertising, who will answer "Is Timebuying Scientific?" and James L. Stirton, general manager and sales manager of ABC's Central Division, on "Radio Network and Spot Sales." Three speakers will talk of television. They, with their subjects, are Russell W. Tolg, television director, BBDO, "Television Timebuying"; George Harvey, sales manager, WGN-TV, "The Latest Developments in Television," and Norman C. Lindquist, television director, Atlas Film Corp., "Television Production."

Six other clinic sessions will consider creative advertising, sales promotion, advertising art, production, research and direct mail.

MISSISSIPPI Broadcasters Assn. presenting trophy to player chosen as "most outstanding" in Miss. annual high school all star game.

WMOD STARTS

Moundsville Daytimer on Air

WMOD Moundsville, W. Va., owned and operated by Radio Moundsville, went on the air Oct. 1. Owner and general manager is James D. Sinyard.

In addition to Mr. Sinyard, personnel includes: Bob Clark, program director; Harry Hechesky, commercial manager; Jerry Boles, chief engineer, and Bill Hawley, chief announcer. WMOD is licensed for 1 kw daytime on 1470 kc.

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

In Washington PEOPLE'S DRUG STORES one of America's great chains chooses WWDC EXCLUSIVELY!

24 Newscasts daily

WWDC is the greatest radio buy in Washington. See your Forjoe man today.

September 28 Applications . . .

ACCEPTED FOR FILING

License for CP

WREB Holyoke, Mass.—License to cover CP new AM station.

KFTV Paris, Tex.—Same.

License Renewal

Applications for license renewal filed by following: KGST Fresno, Calif.; KVVC Ventura, Calif.; WAMS Wilmington, Del.; WKWF Key West, Fla.; WTTS Bloomington, Ind.; WFEA Manchester, N. H.; WHOM Jersey City, N. J.; KILO Grand Forks, N. D.; KTIL Tillamook, Ore.; WPAW Pawtucket, R. I.; WBOW-FM Terre Haute, Ind.; WSTP-FM Salisbury, N. C.; WHBL-FM Sheboygan, Wis.

AM—1370 kc

KBUC Corona, Calif.—CP increase D power from 500 w to 1 kw.

AM—1010 kc

KSMN Mason City, Iowa—CP increase power from 1 kw to 10 kw.

Modification of CP

WBT-FM Charlotte, N. C.—Mod. CP new FM station for extension of completion date.

KAKC-FM Tulsa, Okla.—Same.

WISC-FM Madison, Wis.—Same.

WAUX (FM) Waukesha, Wis.—Same.

WSM-TV Nashville, Tenn.—Mod. CP new TV station for extension of completion date from 10-6-50 to 4-6-51.

TV—Change Power

WABD (TV) New York—CP change trans. site from 515 Madison Ave. to Empire State Bldg., N. Y., and change ERP from 14.25 kw vis., 9.45 kw aur. to 5.6 kw vis., 3.09 kw aur.

TENDERED FOR FILING

AM—1600 kc

WSFL Springfield, Mass.—CP change 5 kw D DA to 5 kw-D, 1 kw-N DA-DN.

Modification of CP

WGHN Grand Haven, Mich.—Mod. CP change site to Village of Spring Lake, Mich.

APPLICATIONS RETURNED

WTNT Tallahassee, Fla.—RETURNED application for transfer of control from B. K. Roberts to Frank W. Hazelton.

WGIG Brunswick, Ga.—RETURNED application for license renewal.

KEIO Pocatello, Ida.—Same.

October 2 Decisions . . .

ACTION ON MOTIONS

By Commissioner Jones

George E. Cameron Jr., Tulsa, Okla.—Granted extension of time to Oct. 10, to file opposition to motion to reopen hearing in proceeding re its application and that of Kenyon Brown, Tulsa.

Royal Bcstg. Corp., New Orleans; FCC General Counsel—Granted extension of time to Oct. 23 to file exceptions to initial decision issued in Doc. 9348 et al.

By Examiner J. D. Bond

National Bcstg. Co.—Granted continuance of hearing in proceeding re application of South Central Bcstg. Corp. (WIKY), Evansville, Ind., from Oct. 2 to Oct. 11.

By Examiner Leo Resnick

WAGA Atlanta, Ga.—Granted continuance of hearing scheduled Oct. 9 in proceeding re its application; ordered hearing shall commence Dec. 8 in Washington, D. C.

By Examiner Elizabeth C. Smith

WTCH Shawano, Wis.—Granted indefinite continuance of hearing now scheduled for Oct. 6 in Washington, in proceeding re its application; hearing continued until further order.

By Examiner H. B. Hutchison

WMNB North Adams, Mass.—Granted leave to amend application to substitute new engineering report relative to prospective coverage and interference conditions for engineering report now associated with application, and for removal of application, as amended, from hearing docket.

By Commissioner Walker

KPAB Laredo, Tex.—Ordered that further hearing in matter of revocation of license of KPAB is scheduled to be held Oct. 27 at Washington.

October 2 Applications . . .

ACCEPTED FOR FILING

License Renewal

License renewal applications were filed by following: KPRO Riverside, Calif.; WMMW Meriden, Conn.; WLAQ Rome, Ga.; WPWA Chester, Pa.; WJLN (FM) Birmingham, Ala.; WJPR-FM Greenville, Miss.; WRUN-FM Utica, N. Y.; WDNC-FM Durham, N. C.; WCED-FM DuBois, Pa.; KLTI-FM Longview, Tex.

Modification of CP

KPQ Wenatchee, Wash.—Mod. CP change frequency etc. for extension of completion date.

WCOH-FM Newnan, Ga.—Mod. CP new FM station for extension of completion date.

Reinstatement of CP

KUGN-FM Eugene, Ore.—Request to reinstate CP which expired 8-7-50.

October 4 Decisions . . .

BY THE SECRETARY

KFMX Council Bluffs, Iowa—Granted license new FM station; 96.1 mc, 9.3 kw, 230 ft.

KRIC-FM Beaumont, Tex.—Granted license new FM station; 99.5 mc, 14 kw, Ch. 258, 360 ft.

KTRH-FM Houston, Tex.—Granted license new FM station; 101.1 mc, 29.5 kw, Ch. 266, 470 ft.

WERE-FM Cleveland — Granted license covering changes in FM station; Ch. 253, 98.5 mc, 11.5 kw, 620 ft.

WRFM Hattiesburg, Miss.—Granted license new FM station 97.9 mc, 2 kw, 310 ft.

WERD Atlanta, Ga.—Granted CP install new trans. and change main studio location.

WHJC Baltimore Junior College, Baltimore—Granted CP new noncommercial FM station, 88.1 mc; Ch. 201, 10 w.

Don Lee Bcstg. System, Hollywood—Granted mod. CP KM2XCV for extension of completion date to 5-4-51.

KTLA (TV) Hollywood—Granted mod. CP for extension of completion date to 2-1-51 subject to express cond. that it is without prejudice to any action Commission may take with respect to any outstanding authorizations or applications of grantee in light of decision of Supreme Court in US v. Paramount Pictures, Inc. et al, 334 U.S. 131.

KFXD-AM-FM Nampa, Ida.—Granted involuntary transfer of control of licensee corporation from Frank E. Hurt, deceased, to E. E. Coleman, executor of estate.

Frontier Bcstg. Co., Cheyenne, Wyo.—Granted CP and license for new remote pickup KA-7680.

WUSV U. of Scranton, Scranton, Pa.—Granted license new noncommercial educational FM station; 88.1 mc, Ch. 201, 10 w.

WGBI Scranton, Pa.—Granted license change type trans., trans. location, and changes in ground system.

KBTA Near Batesville, Ark.—Granted license new standard station 1340 kc 250 w unl.

Pioneer Bcstg. Co., Crockett, Tex.—Granted CP new remote pickup KA-7681.

The Fort Industry Co., Area Detroit, Mich.—Granted CP new exp. TV relay KA-7677 broadcast station.

KTSL Hollywood—Granted mod. CP covering request for further facilities including ant. specifications of exp. TV station KM2XBD, as authorized in CP for changes (9.3 kw vis; 6 kw aur.; 980 ft. vis; 1185 ft. aur.).

KSL-TV Salt Lake City — Granted mod. CP for extension of completion date to 4-15-51.

WVSC Somerset, Pa.—Granted mod. CP for extension of completion date to 2-1-51 (cond.).

WCAZ Carthage, Ill.—Granted involuntary transfer of control of licensee corporation from Robert E. Compton, deceased, to Chicago Title and Trust Co., executor and trustee of estate.

WJON St. Cloud, Minn.—Granted license new standard station 1240 kc 250 w unl.

KSCJ Sioux City, Iowa—Granted license install new trans.

KWKH Shreveport, La.—Same.

WOAI San Antonio, Tex.—Same.

WLBR Lebanon, Pa.—Granted license change hours etc.

WMRO Aurora, Ill.—Granted license change studio location.

KVLF Alpine, Tex.—Granted mod. license change main studio location.

KCBC Des Moines, Iowa—Same.

KSAM Huntsville, Tex.—Granted CP install new trans.

WSFL Springfield, Mass.—Granted CP changes in trans.

FCC actions

SEPTEMBER 28 TO OCTOBER 5

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

WHB Harrisburg, Pa.—Granted mod. CP for extension of completion date to 4-2-51.

WPRA Mayaguez, P. R.—Granted mod. CP for extension of completion date to 11-18-50 (cond.).

ACTIONS ON MOTIONS

By Commissioner Walker

FCC Acting General Counsel—Granted correction of transcript of oral argument of Sept. 15 in proceeding re application for license to cover CP for standard station WMAW Milwaukee.

By Examiner H. B. Hutchison

WGKV Charleston, W. Va.—Granted order authorizing taking of depositions of certain witnesses in proceeding re its application; it is further ordered that Kanawha Valley Bcstg. Co. is authorized to take deposition of Arthur B. Koontz who will testify respecting arrangements which have been made for option on land for proposed transmitter site of WGKV.

By Examiner Fanney N. Litvin

KRMD Shreveport, La., and Lakewood Bcstg. Co., Dallas, Tex.—Ordered date for hearing in this proceeding be changed to Nov. 20, in Washington.

KROY Sacramento, KYA San Francisco, and KVSM San Mateo, Calif.—Ordered hearing in this matter, now scheduled Oct. 30 in Washington, be continued to Jan. 8, 1951.

Radio Corp. of Toledo, Toledo, Ohio—Granted leave to amend application to correct certain calculations of parameters of proposed day and night patterns and to revise certain maximum expected operating values for proposed nighttime operation.

KID Idaho Falls, Ida.—Granted continuance of hearing in proceeding re its application from Oct. 16 to Oct. 23 in Washington.

By Commission en banc

Burbank Bcstrs. Inc. and Leslie G. Bowden, Trustee in Bankruptcy—Granted petition for early oral argument in matter of revocation of license of KWIK Burbank, Calif.; oral argument scheduled for Oct. 9.

October 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WCEN Mt. Pleasant, Mich.—Mod. CP change power etc. to change from 1 kw D to 1 kw unl. DA-N AMENDED to change from 1 kw to 500 w-N 1 kw-D, change DA (1150 kc).

KACE Dallas, Tex.—Mod. CP new AM station for extension of completion date.

WJBW-FM New Orleans—Mod. CP new FM station for extension of completion date.

License Renewal

License renewal applications filed by following stations: WMBR Jacksonville, Fla.; WLXW Carlisle, Pa.; KNAF Victoria, Tex.; KUOA-FM Siloam Springs, Ark.; KLX-FM Oakland, Calif.; WTAX-FM Springfield, Ill.; WKJG-FM Fort Wayne, Ind.; WFML (FM) Washington, La.; KGLO-FM Mason City, Iowa; WKBZ-FM Muskegon, Mich.; WGCM-FM Gulfport, Miss.; WJDX-FM Jackson, Miss.; WCLI-FM Corning, N. Y.; WFBG-FM Altoona, Pa.; WTJS-FM Jackson, Tenn.; KIXL-FM Dallas, Tex.

FM—Changes

WFMW-FM Madisonville, Ky.—Change ERP, ant. height etc.

License for CP

WKSU-FM Kent, Ohio—License to cover CP new noncommercial FM station at Kent State U.

TENDERED FOR FILING

AM—1150 kc

KTLN Denver—CP change from 1490 kc to 1150 kc.

Modification of CP

WWSC Glens Falls, N. Y.—Mod. CP increase N power from 500 w to 1 kw (1410 kc).

APPLICATIONS RETURNED

WSFL Springfield, Mass.—CP change from 5 kw D DA to 1 kw-N 5 kw-D unl. DA-DN, on 1600 kc.

(Continued on page 87)

KFKU Lawrence, Kansas **USES** **Magnecorder**

Used By More Radio Stations Than All Other Professional Tape Recorders

NEW PT63-A

Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.

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Austin, Texas

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AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

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PRODUCTION UNIT NPA Structure Shaping Up

SKELETON structure of the newly-created National Production Authority is beginning to assimilate some form within the Commerce Dept., but there are indications that consideration of electronics and broadcast matters on the operational level is far afield from active realization.

While a plan to set up an electronics division, or at least a small unit, is under study by top-flight officials of NPA, it is conceded that lack of personnel may seriously hamper concentrated jurisdiction over communications problems, and that operation is nowhere near actuality.

The department is expected to hire a number of additional employes within the next few weeks, but officials stressed that, even then, NPA may have to "cut corners" to measure up to the prodigious task set up for it by the President's order.

Demands on the broadcasting and communications industries, along with those made on other industry groups, will be explored, however, by two key divisions—Program Determination and Industry Operations—at the policy level.

Electronics Head

Heading up electronics matters on the subordinate strata, for the time being at least, is Don Parris of the department's General Products Division which, along with other units, was transferred to the new NPA.

If the plan materializes to set up an Electronics Product Division as a sub-head of NPA—on a par with General Products—Mr. Parris presumably will head it up. An electronics specialist, Mr. Parris serves as a U. S. government delegate to the International Radio Consultative Committee Study Group 11 authorized under the International Telecommunications Union. He also has been active in the department's export control activities.

Mr. Parris is thoroughly conversant with the current problems inherent in reaching a worldwide agreement on standardization of television line and frame rates, as well as the policies of various countries with respect to import of U. S. radio receiving equipment. He serves as a permanent delegate to the study group for the Commerce Dept.

It is understood that the plan envisions jurisdiction over production, allocation, priorities and other factors in the electronics field on the operational level.

The electronics unit, as part of the Industry Operations Division, would fall under H. B. McCoy as assistant administrator. Mr. McCoy has been director of the Office of Industry and Commerce since last June when the office was established within the Bureau of Foreign and Domestic Commerce. He also is assistant director of NPA, reporting to Administrator William H. Harrison.

McCoy's Job

As assistant administrator, he and his staff will administer NPA limitation, conservation and allocations orders and (1) schedule production and delivery of critical components and end products when necessary; (2) direct utilization of facilities to maintain schedules; (3) take spot action to expedite production, and (4) advise procurement agencies on placement of defense orders.

The Program Determination Division, a parallel organization, would concern itself with policy and administration problems, also dealing with electronics matters.

Still another group is the Advisory Committee on Priorities Administration, to include Mr. Harrison as chairman and representatives from 10 government agencies, among them the State, Defense, Labor and Treasury Depts. While FCC is not specifically mentioned, the order is broad enough to include possible participation, since communications is not represented by any of the other agencies set forth [BROADCASTING, Sept. 18].

In addition, National Security Resources Board, which is charged with responsibility for overall mobilization including use of communications, would be permitted to designate an observer to attend all meetings of the Priorities group. Latter would serve in an advisory capacity with respect to "policy and program matters affecting the interests" of the represented agencies.

More specifically it would (1) "consider all factors relevant to the determination of the direct and indirect military, civilian and foreign requirements for essential and critical raw materials and industrial products; (2) recommend programs for the production and allocation of such materials and products; and (3) review proposed orders and regulations. . . ."

The skeleton plan also calls for sub-groups dealing with civilian and labor requirements, as well as field operations. Also planned under a proposed deputy administrator, not yet named, who would function under Mr. Harrison, would be legal, administrative and information offices, as well as an appeals board. W. Howard Chase, public relations director on leave of absence from General Foods Corp., currently is serving as information consultant to Commerce Secretary Charles Sawyer.

Knowles Named

Meanwhile, Mr. Harrison has announced the appointment of Nathaniel Knowles as staff assistant in the field of NPA planning and controls. Mr. Knowles, who served with the old War Production Board and before 1940 with Bell Telephone Co. of Pennsylvania, has been director of ECA's Statistics and Reports Div. since 1948.

Fate of the suggested End Products Division, which is slated to control supplies of finished goods on the basis of critical needs, is uncertain. The plan is still on the NPA drawing board.

NPA authorities stressed that activities relating to electronics and other industries probably would not crystallize until the Defense Dept. has reported its military needs for component parts and finished products.

Marvin Hobbs, chief of the Munitions Board's communications section, already has indicated that large volumes of orders for electronics shipments are in the drafting stage and will be announced in the near future.

To assure adequate defense production, NPA Sept. 30 announced creation of a broad priorities system, giving military orders first call on civilian production of goods and services. Rating regulations will be invoked at the outset for defense and atomic energy procurement.

The new order will, in effect, insure immediate attention by electronics manufacturers and their suppliers with respect to fulfilment of military orders. Materials, products and components used in the end item would be involved under the regulation.

"The defense program is expanding," Mr. Harrison noted in making the announcement. "Many materials and products are in short supply. The purpose of the priorities system . . . is to assure that defense production has the right of way."

The whole complex problem of electronics orders and requirements, running the gamut of government to manufacturer, encompasses participation by the military, Munitions Board, NSRB, the Electronics Industry Advisory Committee (comprising members of Radio-Television Mfrs. Assn.), and, of course, the Commerce Dept. Demand and supply conceivably will entail discussions, from time to time, among industry and top-flight government representatives (the military, Munitions and Resources boards, Commerce Dept.).

RTMA is expected to work in close conjunction with the Commerce Dept.

The Signal Corps Advisory Council (made up of industry and Army

FRED HOLT (l), newscaster for WCKY Cincinnati, points to a map of Korea, as his colleague, Don Paeve studies the latest news on the Far East situation. Between them, the two do 15 newscasts a day and are also on the air with news headlines 11 times each day.

Your Nearest AVERY-KNODEL *office has all the facts on*

WIBA MADISON, WIS.

They'll show the Hoopers, Conlans, BMB's and other pertinent data to prove that WIBA has dominated the Madison area for more than 25 years.

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corps representatives) also dovetails into the electronics production picture.

The Electronics Industry Advisory group has designated 11 subcommittees to look into problems surrounding component parts supply, and will report to the Munitions Board periodically. Originally scheduled to meet Oct. 17, industry and government officials now plan to convene again late in November.

Once the board has in its hands the EIAC report, it will confer with Commerce Dept. and NSRB officials to evaluate military and civilian needs in terms of availability of such items as tubes, transformers, and condensers, a Munitions Board official explained last week.

Meanwhile, there is speculation that NPA will issue shortly a new regulation giving military output priority on critical materials, and setting forth civilian priorities under a sliding scale of essential activities. Another plan reportedly being readied envisions addition of other commodities to the present list of 32 scarce items under NPA's inventory control power.

BLUME CITED

By Losing Applicant

COMPLAINT against FCC Hearing Examiner Jack P. Blume has been filed with the Commission by Gretna and Lower Coast Broadcasting Corp., loser in initial ruling made by the examiner to grant WJMR New Orleans switch from 250 w daytime on 990 kc to 250 w fulltime on 1450 kc.

Filed by New Orleans attorney Maurice B. Gatlin, petition requested FCC to reject the initial decision on the ground that Examiner Blume "was so inefficient, incompetent and so obviously biased that his 'decision' can in fact be of no help to the Commission in deciding the issues here involved." Petition also attacked as unethical and "slanderous" Mr. Blume's findings that Gretna and Lower Coast was "careless, inept and unbusiness-like."

Meanwhile last week Acting FCC General Counsel Harry Plotkin petitioned the Commission to strike portions of the complaint as "sham and scandalous."

'RED CHANNELS'

Defended By Rep. Harrison

IN DEFENSE of *Red Channels*, the anti-Communist booklet receiving wide reading and cause of heated dispute in radio-television circles, Rep. Burr P. Harrison (D-Va.) has stated, "No individual is called a Communist in this book.

"The record is offered for evaluation by the general public. The basis for each association attributed to an individual is given," continued Rep. Harrison in his statement appearing in the Sept. 23 *Congressional Record*.

While it was understandable that *Red Channels* "should provoke bitter attacks from the Communist Party organs and leftist newspapers generally," Rep. Harrison said, "it is difficult to comprehend . . . the joinder in this hue and cry on the part of conservative newspapers."

The congressman declared that there was no intent of "blacklisting" or to "police the airwaves" by the book's publishers. Rep. Harrison then entered a statement by Ted C. Kirkpatrick, managing editor, *Counterattack* (anti-Communist newsletter which published *Red Channels*).

According to Mr. Kirpatrick's statement, "no individual has the right to 'absolve' or convict anyone in or out of radio of pro-Communist leanings." The public, he said, has the right to decide the issues. But the policy of the newsletter, he said, "is to help and induce individuals involved in the conspiracy to break with it." If any person, who has "innocently or otherwise aided the Communist cause" wants to set the "record straight," the publication "will gladly aid that person in every way possible."

"*Red Channels* was not published to classify anyone. It is as its subtitle indicates, a report of Communist influence in radio and TV," Mr. Kirkpatrick said in his denial of "blacklist" or alleged attempt "to police the airwaves" [BROADCASTING, Sept. 18].

EQUIPMENT and Service Co., Dallas, Tex., announces lightweight outlet box which provides five interruption-proof all-weather outlets from one inlet.

MANPOWER

Defense Office Is Set Up

CREATION of a Defense Manpower Office patterned after the World War II Manpower Commission was announced Sept. 29 by Secretary of Labor Maurice Tobin. The new office is expected to develop plans and policies for meeting needs of defense industries and "essential" civilian employment touching on the electronics manufacturing and radio broadcast fields.

An executive director will be named by Secretary Tobin to head up the agency which was authorized by President Truman's Sept. 9 order giving him jurisdiction over the civilian manpower program for the defense effort.

The announcement followed revelations by radio station operators in NAB Districts 9 and 11 that they are losing an increasing number of employes to military service and that a manpower shortage has begun to develop (BROADCASTING, Oct. 2, Sept. 25).

The Labor Dept. already has set up a list of "critical occupations" for use of the Defense Dept. in expanding the armed forces. The breakdown covers professional and related occupations, and those adjudged to be "skilled," and includes electrical engineers. The Commerce Dept. has placed "radio broadcasting" (AM-TV networks, stations, manufacturers of military equipment, telecommunications firms) in the category of "essential industries" [BROADCASTING, Aug. 7].

Secretary Tobin set up (1) an inter-departmental committee on defense manpower comprising heads of government departments and agencies with interests in civilian manpower; (2) a management-labor advisory group; (3) a women's advisory committee.

Secretary Tobin will call for recommendations from advisors on what critical defense occupations should be exempt from the military draft, and for statistical studies necessary to "assemble and analyze information on labor productivity, employment, labor requirements for defense, and other essential activities, and manpower resources."

The labor secretary also urged use of the federal-state Public Employment Service to help meet defense and civilian production needs and to plan for expanding and mobilizing the civilian labor force.

CKNW Kit

CKNW New Westminster, B. C., has issued a kit to its advertisers and prospects containing a regional industrial index of British Columbia. The index is accompanied by three radio audience survey reports by Penn McLeod & Assoc. Ltd., Vancouver and Toronto, and a fourth by Elliott-Haynes Ltd., Toronto.

Indian Show

CLAIMING a "first" in its schedule, WBRD Ft. Lauderdale, Fla., has launched a public service program devoted exclusively to the Seminole Indians. Every Friday morning from 11 to 11:15 a.m., Rev. Sam Tommie of the Seminole reservation at nearby Dania presents news to the Indians in their native language—Micuksookie. Following each broadcast of *The Seminole Speaks*, a brief English translation is given for other listeners.

PACKAGE MERGE

PRB, Gainsborough Join

PRB Inc. (Pickford, Rogers, Boyd) and Gainsborough Assoc. Inc., New York, both radio and TV package firms, have merged forces to build a coast-to-coast production company.

With offices in both New York and Hollywood, the two packagers will produce shows originating in those talent centers. However, each company remains autonomous, having issued no new stock or exchanged any stock between each other.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.
Austin A. Harrison, Pres.

MORE AUDIENCE — MORE MAIL
MORE ADVERTISERS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY
L.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager wanted for 250 watt AM and FM network station, newspaper owned, in very prosperous midwest city and market; only station in city; newspaper gives fullest support and selling is on clean competitive basis; applicant must either have proven record of selling or be able to convince us that he can sell radio and also assume complete management; salary plus percentage of profits; will consider selling interest to right man; tell all about yourself in first letter including age, experience, salary requirements, habits, family and send photo and references; you need not hesitate to answer this ad and your reply will be held in strictest confidence. Box 530G, BROADCASTING.

Wanted—Manager not interested in titles and glory, but good pay for sober, business approach with well rounded radio experience, capable of selling. Box 575G, BROADCASTING.

Opportunity for sales organization manager, WNEW type operation, independent station experience, car necessary. 1000 watt fulltime up-state New York station going 5000. Write full qualifications. Box 576F, BROADCASTING.

Station manager, newspaper owned MBS outlet, 15,000 Nebraska town. Prefer good commercial man, fully experienced. Will share profits with man who proves himself. Permanent. Box 601G, BROADCASTING.

Experienced radio man to take charge production, programming, etc., do some selling, local fulltime station in growing east coast community of 15,000. Opportunity to buy interest requiring 5-6 thousand. Will stand full investigation. Reply fully in confidence. Box 603G, BROADCASTING.

Profitable fulltime independent, major market in Massachusetts seeking commercial manager. Successful selling experience vital. Liberal salary plus overwrite. Our staff knows of this advertisement. Box 615G, BROADCASTING.

Opportunity to invest in and manage 250 watt station midwest town 15,000. Present owner has other business interests. Good deal for right man. Box 625G, BROADCASTING.

Salesmen

Texas ABC station desires aggressive, experienced salesman. Permanent. Equitable compensation. Box 476G, BROADCASTING.

Wanted: Experienced time salesman for an eastern non-competitive market. Salary plus incentive arrangement. Please furnish details of experience. Box 511G, BROADCASTING.

24-hour-a-day, independent station, in market of 600,000, with second highest Hooper rating in area, desires experienced, conscientious, hard working, radio time salesman. Will pay good drawing account against 15% commission. Car necessary. Rush complete resume and late snapshot, if available, to Box 513G, BROADCASTING.

Progressive local station wants aggressive salesman. Permanent to right man. Must have car. Salary and commission. East coast. Immediate. Give full details and picture. Box 604G, BROADCASTING.

Regional salesman, knowing his own territory and traveling it regularly to represent highly saleable open-end properties of growing transcription producer. Good commissions; no advance, no draw. We do not demand exclusivity. Send experience, references, photo, list other properties now handled. Box 609G ,BROADCASTING.

Established FM station adding AM. Need salesman, announcers, combination men. Send full particulars, experience, disc, photo first letter. Give phone number. If we like you, we may call you. WCFC, 305 Reservior Road, Beckley, W. Va.

Help Wanted (Cont'd)

Sales promotion position open. Must understand distribution pattern and merchandising. Display advertising and direct mail experience helpful. Air mail details and photo to Promotion Manager, WNAX, Yankton, S. D.

Illinois 1000 watter seeks hard working salesman. Draw, 15-20%, protected territory. WSMI, Litchfield, Illinois.

Salesman with car to sell radio time for L. I. radio station. L. I. resident only. Salary, write details to Box 219, Hempstead, L. I.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Anouncer, capable of producing own musical-personality show for regional network of stations in south. Must be sober, industrious, dependable. Will pay comfortable salary to start, with increases commensurate with ability. Box 606G, BROADCASTING.

Experienced announcer-engineer wanted by Minnesota radio station. Must be able to do good job on news. Car necessary. Good salary for good man. Box 623G, BROADCASTING.

Announcer, small market fulltime network affiliate, detail completely experience, ability with news, sports, DJ and salary expected. Box 634G, BROADCASTING.

Announcer: Staff work, including news, record shows, some sports. Some experience preferred. $40 per week to start. Write Box 639G, BROADCASTING.

Morning man. Straight, friendly style, must be strong on news. Permanent. Top organization. Eastern major network station, medium sized market. Send disc, background. Box 645G, BROADCASTING.

Needed immediately by Virginia network affiliate, thoroughly experienced announcer-engineer with first class ticket. Must be good announcer and have car. Permanent interview. $75.00 for forty hours. Box 651G, BROADCASTING.

Announcer with ticket. One year experience announcing. Start $225 raise in six months. Phone or wire J. B. McNutt, KBUD, Athens, Texas.

Announcer-engineer needed immediately. Must have had two or more years experience announcing and handling all types programs. Average-to good-combo men not wanted, as this job is open only to top talent. Pay is in full accord. Must show stability and a good record of service which will stand inspection from the station where you are now employed. Air mail qualifications including draft or reserve status to KNCM, Moberly, Missouri.

Immediate opening for licensed combination man, heavy on announcing. Give full particulars. KSUN, Bisbee, Arizona.

Wanted: Experienced announcer for fulltime network station. Prefer top-flight man capable of doing play-by-play football, news, ad-lib. Permanent situation with good pay and excellent working conditions. Give draft status. Address Kermit Ashby, KVOP, Plainview, Texas.

Immediate opening for combination man. New station. Perfect working conditions. Call or wire Buddy McLain, WBIP, Booneville, Miss.

Combination announcer-engineer, send history, picture, disc, minimum starting salary, references, draft status. H. R. Winsor, WBYS, Canton, Illinois.

Announcer-operator wanted. State details, salary requirements etc. first letter. Personal interview necessary. WKTY, La Crosse, Wisconsin.

Help Wanted (Cont'd)

Hill Billy DJ, engineer, will pay high salary if you have first phone and the personality to run a top hill billy DJ show, in one of south's richest rural markets. Rush disc, tape or wire; background details; WKUL, Cullman, Ala.

Wanted for Washington, D. C. market, combination announcer. Control board operation essential with emphasis on good selling delivery. Must have experience. Phone or write for audition Carl Lindbergh, WPIK, Alexandria, Virginia.

Wanted immediately. Announcer, combination man, program director. Jobs waiting. Bert Arnold, Keene Road, Clearwater, Florida.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Need experienced engineer or combination announcer-engineer. Send information, draft status, past experience. KNED, McAlester, Okla.

Wanted-First phone engineer, combination desired, not necessary. Experience unnecessary. Phone E. B. Evans, 760 collect, Wooster, Ohio. Future for the right man.

Production-Programming, others

Program director 5 kw midwest network, experienced, aggressive, capable. Box 621G, BROADCASTING.

Program director must do air time. Announcer must be able to operate control board. Prefer draft exempt men. Box 644G, BROADCASTING.

Woman continuity editor, some air work. Prefer experience but consider all applicants. Air mail photo, details. J. B. McNutt, KBUD, Athens, Texas.

Opening now for copy man. Some announcing. Small station, congenial staff, WAYB, Waynesboro, Virginia.

Punch writer. Well paying position open for young man who can make commercial copy stand up and sell! Send sample copy, qualifications, photo and salary expected to Program Director, Station WFDF, Flint, Michigan.

Situations Wanted

Managerial

Managing director, long experience, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more. fulltime. Box 132G, BROADCASTING.

Manager, program director, salesmanager. Highest industry references and requisites. Can cover all phases station operations and produce going concern. College degrees; average age, 30. Can assume control of new CP or turn losing station into profitable operation. Sound, long range policy. Large and small market experience. Expert low cost operation. Desire to relinquish control of present station. No fly-by-night investors need apply. We are reliable, sound radio businessmen. Box 497G, BROADCASTING.

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager. 18 years experience, capable of holding all positions, knows all departments thoroughly. Excellent sales record, completely experienced in business management. Member of several civic organizations. 1st class license. Family man. Complete details in first letter. Box 607G, BROADCASTING.

Manager, emphasis on sales, desires contact with owner whose station is operating in the red. Owner must be willing to pay a percentage of profits. Highest quality references, proven background of developing money making community service stations. Box 612G, BROADCASTING.

Situations Wanted (Cont'd)

????? Are you looking for a progressive young man with proven ideas, proven ability, in radio since 1942, from 100-5000, indie net, to manage your 250 watt station or do a good program director's job for your 1 kw station in midwest? If you are, the smartest thing you'll ever do is to answer this ad. Box 613G, BROADCASTING.

All in one from manager to DJ, including first phone license. 4½ years experience, specialize in special events. Have copyrighted give away show. Southwest preferred for $90.00 a week. For details dial Box 620G, BROADCASTING.

Sales manager, not a desk executive. Does most of the selling himself. Many years selling experience with independent and network stations. Family man well over draft age. Now in Ohio. Available at once. Box 627G, BROADCASTING.

Salesmen

Experienced salesman, married, hard working. Preferably south. Excellent references. Box 559G, BROADCASTING.

Manpower shortage? Why be half safe? play it smart. There's no station in America that's not looking for a good salesman. Write immediately and I'll shoot you my history. You've probably been thinking about this for a long time. So why not today? Box 649G, BROADCASTING.

Announcers

Sportscaster, currently working baseball and football in the southeast. Three years experience in calling college basketball and hockey. Looking for basketball and/or hockey work. Preferably in the northeast. College graduate and draft exempt. Box 563G, BROADCASTING.

Announcer, control board operator. Competent, conscientious, reliable, willing settle small community. Details and disc available. Box 567G, BROADCASTING.

Announcer. Excellent background. Five years experience. Now working metropolitan 5 kw station. Specialty, news and sports. The best references. Box 570G, BROADCASTING.

Announcer, veteran, 28, reliable, conscientious. Recent graduate leading radio school. Box 586G, BROADCASTING.

Draft exempt announcer, newscaster. Long on training and talent. Short on experience. Hard worker. Family man. Age 31. Now on west coast. Prefer west coast or Ohio. Disc, picture available. Box 596G, BROADCASTING.

Announcer, single, 24, vet, will travel. Specialize in personality disc jockey shows and sports, also do general staff work. College background and intensive course, School of Radio Technique New York. Have audition discs and photo. Box 598G, BROADCASTING.

Announcer - copywriter, experienced. Veteran, college graduate, capable all phases. Available immediately. Box 599G, BROADCASTING.

Staff announcer, experienced, married vet, 29, draft exempt. Experienced in all phases, good utility man, operate console, presently employed, travel anywhere. Details on request. Box 608G, BROADCASTING.

Experienced combination man available immediately. Desire permanent position. Married, car. Box 610G, BROADCASTING.

Announcer, single, 24, graduate of leading radio school, trained in all phases. Newscasting, sports and narrative speech. Desires experience. Photo and disc on request. Box 611G, BROADCASTING.

News, special events man. Four years commercial experience. Degree, married. Crisp authoritative delivery. Salary minimum. Box 616G, BROADCASTING.

General announcer, copywriter, strong on news, commercials, DJ, special events. Thoroughly trained, college man, married, veteran, draft exempt. Box 622G, BROADCASTING.

Announcer, control board operator, married, conscientious, familiar all phases control board operation announcing, light experience, willing settle small community, disc and resume available on request. Box 628G, BROADCASTING.

Situations Wanted (Cont'd)

After October 15th this experience can be yours: Three years every phase top station announcing; newscaster three years model center; over a year news editor; plus a year directing programs. Family man, conscientious, congenial. A solid bulwark your staff awaiting right proposition. References, details on request. Box 624G, BROADCASTING.

Announcer, young, experienced, strong on commercials, news, music, no license, control operator seeks small station. Start 40-45. Box 632G, BROADCASTING.

Announcer, experience plus training. News, interviews, DJ shows; general announcing. Single, 21, references. Disc available. Prefer midwest. Box 636G, BROADCASTING.

Announcer-operator; first phone, experienced all phases announcing. Can write copy. Available immediately. Box 637G, BROADCASTING.

Sports announcer, experienced play-by-play baseball, boxing, basketball. All replies considered. First class license. Box 638G, BROADCASTING.

Draft exempt. Age 26. Training and experience in newscasting, DJ shows, man-on-the-street, play-by-play, baseball. Negro. Box 640G, BROADCASTING.

Aggressive young man with training wants announcing position. Good diction, specialize in disc, news. Disc or personal audition will prove. Box 641G, BROADCASTING.

At liberty. Experienced announcer who prefers a midwest location. Box 642G, BROADCASTING.

Announcer, draft exempt, experience plus training. General announcing, DJ, sportscasts, interviews, writing and programming. College education. References, disc available. Box 643G, BROADCASTING.

Network play-by-play man and sports commentator. Available soon. Now employed. Money secondary, year-round play-by-play essential. Midwest or far west preferred. College graduate. Ex-athlete. Box 646G, BROADCASTING.

Good voice, strong personality, young aggressive all-round announcer, 2 years experience AM-FM commercial and non-commercial, B.A. Radio N. Y. U. References, discs, photo available. Prefer New England area. Bob Gaynor, 93 Avon Avenue, Newark, N. J.

Announcer. Strong on news, commercials, DJ. Operate console. Two years college, veteran, married, will travel. Dependable, hard worker. Prefer small AM station. Disc, photo, details available. Stan Perri, 918 W. Buena, Chicago 13, Ill.

Program manager, staff and topflight college football and basketball, double AA baseball announcer seeks same position in metropolitan sports area. Married, family, 27, college. George Taylor, 200 S. 2nd, Effingham, Ill. Phone 1098.

Staff-sports announcer, play-by-play experience. Can write sports, 2 years commercial announcing. Contact Mike Wynn, 370 Columbus Ave., NYC, phone TR 7-2617.

Announcer, ten year man, four years on Pennsylvania Penn game broadcast. 1 year straight man on audience show. News speciality for 8 years. Complete experience. Available October 15. Box 652G, BROADCASTING.

Technical

Chief engineer, twenty years broad technical experience including construction of two stations. Presently chief engineer of one kw. Family. Box 381G, BROADCASTING.

Engineer, 32 months transmitter, remotes, tape recordings. Army radar experience. Graduate RCA Institute, N. Y. C. Presently employed. Box 473G, BROADCASTING.

Engineer, license, degree, 12 years experience. Box 528G, BROADCASTING.

Young man with 1st phone, seeking engineering position, no experience but ambitious, willing to learn. Northeast preferred. Box 533G, BROADCASTING.

Chief engineer invites correspondence with established broadcaster. Long creditable experience in all phases engineering includes multi element directionals. Draft proof. Ready for TV. Top references. Box 545G, BROADCASTING.

Engineer, 3 years experience. Presently chief of 250 watt station. Doing combo work. 29 years, married, one child, have car. Box 546G, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, experienced, first phone, FM trans and control remotes, recording, own car. Box 585G, BROADCASTING.

Unmarried veteran, 23, trained in AM, FM, TV broadcasting, 1st class license, AM Experience. Work anywhere. Available immediately. Box 597G, BROADCASTING.

Engineer, first phone, 1 year radio service experience. Married, midwest preferred. Box 600G, BROADCASTING.

Wanted: Lifetime job. Engineer, single, 26. Experience: 3 years AM-FM studios, xmtrs, transit radio, storecasting, tape and disc recording. Box 631G, BROADCASTING.

Am 4F, single and over 25. Want chance to become first class engineer. Have had some practical experience, am taking correspondence course from Capitol Radio Engineering Institute. Am willing to start on low salary. Will go anywhere. Box 648G, BROADCASTING.

First class ticket. Tech school grad. Want experience, vet. V. Daley, 280 E. Burnside Ave., NYC.

Engineer with some previous experience desires position. Single. Desire to locate in middlewest. Will consider any inquiry. Available immediately. Arnold J. Divis, Schuyler, Nebraska. R#3, phone 17F 310.

Broadcast position wanted: Young man, 26, ex Navy radio operator. Hold first phone and telegraph license. Active ham. Travel anywhere U. S. Charles Glock, 137-35 Springfield Blvd., Springfield Gardens, New York.

Veteran, first phone license, leading school graduate, experience wanted. Robert Gori, 2158 Crotona Avenue, Bronx, N. Y.

Chief engineer, 15 years in radio, 6 as chief, powers to 5 kw, complete construction experience, personnel supervision, age 26, family. Prefer southwest coast, consider other than chief if power high and chances of advancement good. Excellent references. Available approximately 30 days. Quintin Prochaska, KDIX, Dickinson, N. Dak. Phone 172.

Vet, 1st phone. Graduate 2 leading schools desires experience. William Rogel, 1275 Grant Ave., New York, N. Y.

First phone, experienced transmitter operator. Want position with future. Jim Turner, 6609 Avenue T, Brooklyn, N. Y.

Production-Programming, others

Continuity writer. Capable of intelligent, crisp commercial copy, desires position with small progressive organization. Young, conscientious, dependable. Preferably no announcing. Box 479G, BROADCASTING.

Program director, 10 years radio. Excellent references. Will answer all replies fully. Box 556G, BROADCASTING.

Woman's program director; formerly with northwest CBS affiliate, available immediately. Proven sales-building personality. Background, more than ten years radio, major networks, vocalist, actress, script writer, Scrapbook, transcription available. Box 595G, BROADCASTING.

Experienced continuity writer, women's commentator, single, 25, can be an asset to your station. Presently employed. College graduate. Radio school graduate. Veteran. Reference from present employer. Box 602G, BROADCASTING.

Versatile staff announcer, all phases, four years commercial experience. Married, degree, 25. Available two weeks. Box 617G, BROADCASTING.

Practically a walking encyclopaedia of TV and advertising information now and eager for varied job with opportunity to increase that knowledge. Intelligence, diligence, superb education, all packaged in attractive exterior. NYC only. Box 630G, BROADCASTING.

Television program and production head, currently running AM and TV operation major market. Can take complete charge of new station or improve your present operation. Seventeen years radio, TV. Local and network experience. Good salary expected. Complete background and references on request. Reply Box 647G, BROADCASTING.

Situations Wanted (Cont'd)

Program director-announcer. Head complete programming department (music, announcing staff, continuity, production). Hard worker, dependable, draft exempt. Excellent references. Available immediately. Minimum salary $60. Sam McClaughary, 8521 S. Loomis Blvd., Chicago. Phone Triangle 4-1459.

Television

Technical

Attention TV chief-engineers: If you prefer to train your own personnel, try me. 26, single, 3 years all phases AM-FM studio and transmitters. Willing and able to learn from bottom up. Box 633G, BROADCASTING • *TELECASTING.*

Production-Programming, others

We're offering our eye teeth to get into television, but we'd rather give our talent instead (it's more valuable). Frankly, we're a couple of young writers experienced in all phases of radio, newspaper, theatre and eager for video. Can you see us? Box 628G, BROADCASTING • *TELECASTING.*

For Sale

Stations

$25,000 buys 35% or majority stockholding in a fulitime high power AM plus FM independent station. Currently in black on expanding gross. Give financial qualifications in first letter. Possibility for active or inactive investment. Box 387G, BROADCASTING.

Equipment, etc.

For sale—GE BT-3-A 3 kw FM transmitter, GE BM-1-A modulation monitor, GE BA-5-A limiting amplifier, GE BY4-A four bay FM antenna, 400 foot CP 1⅝ inch coax, model 46 Communications Products dry air pump. Box 541G, BROADCASTING.

General Electric BT-9-A studio to transmitter link complete with receiver and two parabolic antennas frequency 940.5 mc. Box 542G, BROADCASTING.

For Sale, 179 foot, non-insulated Blaw-Knox self supporting tower, knocked down ready for immediate shipment, $1,250.00. J. J. Phillips & Son, San Antonio, Texas, 124 E. Lachappelle Street.

Complete 250 watt WE transmitting installation in excellent condition, including tower: WE D97008 antenna coupling unit, WE 310B transmitter, 732-AS7 General Radio distortion and noise meter, 214 foot Blaw-Knox self-supporting tower (dismantled), lights, lighting choke, 2 audio racks, WE speaker, jack strip, jacks, VU meter, 485C General Radio frequency monitor, 681B General Radio frequency deviation meter, 731B General Radio modulation monitor, 733-AS8 General Radio oscillator. Immediate shipment. First $2000.000 takes package, FOB Tulsa. Call or wire KOME, Tulsa, Oklahoma.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Federal FM transmitter #191A, 1 kw with matching control room equipment. Console, two turntables, power supply, GE frequency and modulation monitor, 200 ft. Blaw-Knox tower with bay square loop antenna. No reasonable offer refused. WMBS-FM, Uniontown, Pa.

For sale, three TV support towers, 500 ft. and 350 ft. heavy duty guyed towers guaranteed to support any type TV antenna. J. J. Phillips & Son, San Antonio, Texas.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted: 250 w AM transmitter, cash or exchange 250 w FM RCA transmitter and monitor; above also for sale. Box 441G, BROADCASTING.

Wanted: Gates BC-1E-KW transmitter. Will pay good reasonable price. Write or wire Box 558G, BROADCASTING.

Wanted, three used 215 foot galvanized towers including guys, base insulators and associated components. Box 614G, BROADCASTING.

Wanted to Buy (Cont'd)

Wanted: 16" overhead recording mechanism and cutter. State type, age, electrical specifications, price. Address: KMOD, Modesto, Calif.

Wanted: One five-eights inch co-ax cable new or used; FM antenna; FM frequency modulation monitor. WKEU, Griffin, Ga.

Wanted: Radio tower base insulators to support light structures, prefer Lapp #14855, or what have you, wire or write, J. J. Phillips, phone Fannin 4616, 124 E. Lachappelle Street, San Antonio 4, Texas.

Help Wanted

Managerial

RADIO STATION MANAGER

with proven record in the field, prefer a "commercial man" with experience at selling local station to local business men. Must be strong in all phases of radio with emphasis on selling. Excellent opportunity. We are a young, but established 250 watt daylight station located in Cambridge, Mass. right in the middle of the fifth largest radio audience in the country. We have a beautiful spot on the dial (740 kc) and a technical coverage equal to stations of much higher power. We have an FM affiliate and excellent growth potential.

We are looking for a young aggressive general and promotion manager who has had excellent experience and is looking for a challenge. Write stating age, qualifications, salary requirements, etc. Box 650G, BROADCASTING.

Announcers

NEWSWRITER-ANNOUNCER

•

Experienced combination newswriter-announcer needed by 50,000 watt midwest radio station. Excellent opportunity. Send background, picture and disc to

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BOX 544G, BROADCASTING

Television

Salesmen

TV Salesman

eastern network market. Send detailed application, background, qualifications, picture, etc. to Box 619G, BROADCASTING.

Production-Programming, others

WANTED . . . eastern market TV station. Must be experienced in directing studio shows. Ability to handle men and cooperate with other department heads. Box 618G, BROADCASTING.

Program Director

(Continued on next page)

XUM

Situation Wanted

Announcers

If you want a disc jockey with an informal touch. . . .

READ THIS LETTER

Mr. Norm Riley will conclude his employment with this station at his own wish October 1, 1950 after a period of three years during which time he made quite a name for himself with his program—PENTHOUSE PARTY.

Mr. Riley is a man of unusual gifts with a natural radio talent. He is primarily a showman, capable of creating new ideas and conscientious enough to work them out. His departure creates a vacancy we will find very difficult to fill and we can recommend him to any employer whose organization can utilize the characteristics outlined.

Yours sincerely,
Radio Station CJCH
E. Finlay MacDonald
Manager

P.S. Was voted Canada's Number 1 Disc Jockey 3 months ago in national-wide poll of 87 newspapers. Has wide experience in promotional work and script writing. Oh, yes, Riley is an American citizen.

BOX 626G, BROADCASTING

Attention progressive stations and agencies. After two year absence . . . Stanley Vainrib . . . former star NBC coast-to-coast network program "Dr. I.Q." announces his return to radio-TV. Subject of nationwide publicity campaign can add prestige and business to your organization. Ten years varied experience all phases radio-TV as announcer, newscaster, DJ, MC and PD. Desire permanent association with stable organization in talent and/or executive capacity. Prefer New York or California, but will consider other localities. Age: 31, married, two children, vet, now service exempt. College education. Best references. For personal interview call or write Stan Vainrib, 2820 Avenue "S", Ensley Highlands, Birmingham 8, Alabama. Telephone: Birmingham 6-5310.

For Sale

Stations

RADIO STATION FOR SALE

250 watt independent, New England. Only station in city. Small, but important market. Write Box 605G, BROADCASTING.

Equipment, etc.

IMMEDIATE SALE

Two Dumont type TA-124-B image orthicon dual camera chains. • One set brand new and never uncrated. One set slightly used for demonstrations only. Box 635G, BROADCASTING • TELECASTING.

For Sale (Cont'd)

FOR SALE

Because of change to new facilities, WGRC 250 watt transmitting plant will be sold complete.

Equipment includes:

RCA ET-4250-A transmitter; associated speech and monitoring equipment; one 229 ft. Truscon self-supporting, insulated tower.

Detailed list of equipment on request; then make us an offer.

Contact Perry W. Esten,
Chief Engineer
Radio Station WGRC
Louisville, Kentucky

MOBIL TV UNIT

Attention TV stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2. Phone CHerry 1822.

Miscellaneous

RADIO ACCOUNTING SERVICES

COMPLETE OPERATIONS COVERAGE

Includes all required FCC and income tax information and reports.

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J. R. Hoffman & Associates
1319 F St., N.W., Suite 505
Washington, D. C.

EXecutive 9788

WKJG LABOR

NABET Files Complaint

COMPLAINT against WKJG Fort Wayne, Ind., has been filed with FCC by George Maher, executive secretary of the National Assn. of Broadcast Engineers and Technicians. He charged WKJG failed to report a pending labor suit in a transfer application filed with FCC in August 1949.

The NABET petition contended WKJG's licensee, Northeastern Broadcasting Co., incorrectly told FCC there was no "suit or proceeding" which might be affected by the transfer. The petition explained that in January 1949 the National Labor Relations Board reported a complaint charging the station with unfair labor practices and that subsequently a trial examiner found Northwestern guilty of the charges and required the station to "desist therefrom and take certain affirmative action."

NABET told FCC that in March 1950 the examiner's ruling was upheld by NLRB and the station was ordered to comply. NABET charged, however, that WKJG has "failed and refused to comply with said decision." WKJG is assigned 5 kw on 1380 kc.

HIGH FREQUENCY

Meet Set for Jan. 10-12

THE SECOND High Frequency Measurements Conference — sponsored jointly by the American Institute of Electrical Engineers, the Institute of Radio Engineers, and the National Bureau of Standards —has been scheduled to be held in Washington next Jan. 10-12.

Most of the papers to be presented during the sessions will deal with measurements in the high-frequency through the extremely-high-frequency regions, authorities reported, but "some interesting video measuring techniques" also will be disclosed. It will be "the first scientific gathering of national scope to be brought to Washington in 1951 in celebration of the semi-centennial of the National Bureau of Standards," spokesmen said.

SALUTE TO GRAY

To Highlight NCAB Mee

RADIO salute to Gordon Gra former Secretary of the Army, we known broadcaster, and now pre dent of North Carolina U., w highlight the annual convention the North Carolina Assn. of Broa casters, according to Robert Wallace, WOHS Shelby, NCA president. The convention will held Oct. 23-24 at Southern Pine

Mr. Gray, president of WSJ AM-FM Winston-Salem, N. C., w be honored with a state-wide broa cast from 10:30 to 11 p.m. Oct. originating at the Mid Pines Cl in Southern Pines, scene of t convention. The tribute will rendered by Judge Justin Mill president of NAB.

With every radio station in t state expected to broadcast t program simultaneously, it is al planned to link together all F outlets.

Featured speaker at the annu banquet Oct. 23 will be Joseph McConnell, president of NBC a a native of Davidson, N. C. Tuesday morning, Oct. 24, a sy posium will be held on "Radi Audience Measurement." Partic pants will include: Dr. Sidne Roslow, director of The Pulse Inc C. E. Hooper, president of C. Hooper Inc., and Charles A. W cutt, vice president of A. C. Niels Co. Moderator will be Dr. Kenne Baker, director of research f NAB.

KAB SESSION

Fall Meet Oct. 18-1

HIGHLIGHTED by election of o ficers, the semi-annual meeting the Kentucky Assn. of Broadcas ers will be held Oct. 18-19 at Coa & Four Inn, Hopkinsville.

Arrangements for the sessi are in charge of F. E. Lacke WHOP Hopkinsville, KAB pres dent. Other KAB officers are: Porter Smith, WGRC Louisvill first vice president; Charles Warren, WCMI Ashland, secon vice president; Hugh O. Potte WOMI Owensboro, secretary-treas urer.

Rep. Sadowski Defeate

REP. GEORGE G. SADOWSK (D-Mich.), acting chairman of th House Interstate Commerce Co munications subcommittee durin most of the 81st Congress, fail by 156 votes in his bid for re nomination during state primarie official vote canvass has revealed Rep. Sadowski, who was strick with a heart ailment this summe had served seven terms represent ing Michigan's first district o Capitol Hill. His defeat remove the second communications cha man from the committee scene the past month. Rep. Alfred Bu winkle (D-N. C.), titular subco mittee head, passed away Aug. 3

Do You Want to Live in the Pacific Northwest, in the West or in the Southwest?

During the past few weeks representatives of the Blackburn-Hamilton Company have attended all the District Meetings of the National Association of Broadcasters. We have had an opportunity during these meetings to inspect, appraise, and discuss various stations with owners who have listed their properties with us. Below are some of the higher priced facilities. Watch this space for various priced properties in other sections of the United States as these meetings continue.

Pacific Northwest
$280,000.00
- High Powered—Fulltime
- Long Established
- Newly Equipped
- Major Market
- Money Maker
- Valuable Real Estate
- Audience Ratings High
- Priced To Sell
- Favorable Terms

West
$340,000.00
- Los Angeles County
- TV Proof
- Independent
- Regional
- Built By Pioneer
- Current Yield—25%
- $140,000.00 Escrow
- Terms on Balance

Southwest
$135,000.00
- Texas
- Fulltime Regional
- Excellent Plant
- Booming Market
- Enjoyable Living
- County Pop. 112,500
- 10 Year Increase—28%
- Grossing—$120,000.00
- Netting over $20,000.00

Contact The Nearest Office Of The Exclusive Representatives

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
STerling 4341

CHICAGO
Harold R. Murphy
333 North Michigan
RAndolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
EXbrook 2-5672

FCC Actions

(Continued from page 80)

Applications Returned:

Southwestern Pub. Co., Las Vegas, Nev.—RETURNED application for CP new TV station.

October 5 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

KTLN Denver—CP change from 990 kc to 1150 kc.

AM—1350 kc

Prairie Bcstg. Co., Beaver Dam, Wis.—CP new AM station 1600 kc 1 kw D AMENDED to request 1350 kc 500 w D.

License for CP

KPRS Olathe, Kan.—License to cover CP increase power.

WKCT Bowling Green, Ky.—License to cover CP change frequency etc.

WTOB Winston-Salem, N. C.—Same.

WSB-FM Atlanta—License to cover CP new FM station.

WLAG-FM La Grange, Ga.—License to cover CP as reinstated new FM station.

License Renewal

License renewal applications filed by following: KOKO La Junta, Col.; WSOY-FM Decatur, Ill.; WPAT-FM Paterson, N. J.; WRR-FM Dallas, Tex.; WLOG-FM Logan, W. Va.; WFHR-FM Wisconsin Rapids, Wis.; KGO-FM San Francisco; WWPB-FM Miami; WFMU (FM) Crawfordsville, Ind.; WRSW (FM) Warsaw, Ind.; WXYZ-FM Detroit; WHKY-FM Hickory, N. C.; KCRC-FM Enid, Okla.; WGAL-FM Lancaster, Pa.; WKST-FM New Castle, Pa.; WPJB (FM) Providence, R. I.

Modification of CP

Following new stations requested extension of completion dates: WOKO Albany; KWBB Wichita, Kan.; WCHF New Orleans; WHMP Northampton, Mass.; WRBL-FM Columbus, Ga.; WAMS-FM Wilmington, Del.; WHO-FM Des Moines; WGAL-FM Lancaster, Pa.; KRFM (FM) Fresno, Calif.; WTTV (TV) Bloomington, Ind.; WKZO-TV Kalamazoo, Mich.

WWSC Glens Falls, N. Y.—Mod. CP change frequency etc. for extension of completion date.

WCBS-TV New York—Mod. CP authorizing changes in existing station to request change in trans. site from Chrysler Bldg. to Empire State Bldg., ERP from 13.7 kw vis., 10 kw aur. to 8.5 kw vis., 6.5 kw aur.; ant. height to 1,290.25 ft. above average terrain.

WWSC Glens Falls, N. Y.—Mod. CP authorizing change frequency etc. to increase N power from 500 w to 1 kw (1410 kc).

TENDERED FOR FILING

AM—1449 kc

WSFA Montgomery, Ala.—CP change D power from 1 kw to 5 kw.

AM—990 kc

KTRM Beaumont, Tex.—CP increase D power from 1 kw to 5 kw, change DA-D.

Modification of License

KWEM West Memphis, Ark.—Mod. license change hours from D to specified (990 kc).

APPLICATION DISMISSED

Robert N. Pinkerton, Brownsville, Tex.—DISMISSED application for authority to transmit programs to XEO Matamoros, Mexico.

KIRWAN NAMED

Is WINS Business Mgr.

HENRY G. KIRWAN, of Peat, Marwick & Co., has been named business manager of WINS New York, succeeding K. T. Murphy, recently appointed controller of the Crosley Broadcasting Corp., Cincinnati.

Joe Tery, WFLN(FM) Philadelphia, succeeds John Bradford as WINS program director. William Stark, of George Hollingbery Inc. New York, has been named to the WINS sales staff.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO OCTOBER 5

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,189	2,151	174		280	137
FM Stations	677	511	203	1*	10	6
TV Stations	107	52	57		357	171

* On the air.

* * *

Docket Actions . . .

WIBK Knoxville, Tenn.—Granted extension of temporary authority to operate to Dec. 29, provided station may make application for further extension upon showing it is proceeding diligently with its appeal (See story this issue). Granted Sept. 29.

INITIAL DECISIONS

Stanislaus County Bestrs. Inc., Modesto, Calif.—Announced initial decision by Hearing Examiner Leo Resnick to grant new AM station on 970 kc with 1 kw fulltime, directional (See story this issue). Decision Sept. 29.

Teletronics Inc., Waycross, Ga.—Announced initial decision by Hearing Examiner Jack P. Blume to grant new AM station on 570 kc with 1 kw daytime; conditions (See story this issue). Decision Oct. 3.

Brazoria County Bestg. Co., Freeport, Tex.—Announced initial decision by Hearing Examiner Jack P. Blume to deny as in default application for new AM station on 1460 kc with 250 w daytime (See story this issue). Decision Oct. 3.

Prairie Bcstg. Co., Aberdeen, Miss.—Announced initial decision by Hearing Examiner Fanney N. Litvin to grant new AM station on 1240 kc with 250 w fulltime; conditions (See story this issue). Decision Oct. 2.

Non-Docket Actions . . .

FM GRANT

Mt. Vernon, Ohio—Mt. Vernon Bestg. Co., granted new Class B FM station Channel 229 (93.7 mc), ERP 3.2 kw, ant. 310 ft. above average terrain. FCC allocated Channel 229 to Mt. Vernon. Principals: Dana T. Burns, professor of speech at Baldwin-Wallace College, Berea, Ohio, president 24%; Maria C. Burns, associate professor there, treasurer 24%; Clarence A. Gillilan, transmitter supervisor WJW Cleveland, vice president 1.2%. Other minor stockholders. Applicant denied AM outlet there in comparative hearing decision issued last February [BROADCASTING, Feb. 6]. Granted Sept. 27.

Deletions . . .

ONE FM permit reported deleted by FCC last week. Total deletions to date since Jan. 1: AM 32; FM 94; TV 3.

WDAR-FM Savannah, Ga.—CP, Sept. 26. WDAR Inc. told FCC through careful survey it found FM station had "absolutely no listeners."

WATO Oak Ridge, Tenn.—Cancelled CP for 1450 kc, dismissed license application and granted authority to resume operation Oct. 1 under regular license for 1490 kc, 250 w fulltime. Action Sept. 26.

New Applications . . .

AM APPLICATIONS

Metairie, La.—Dr. Sireno E. Bowers Jr., 990 kc, 250 w daytime; estimated cost $11,912. Applicant is New Orleans physician. Requests facilities of WJMR New Orleans should WJMR win final grant to switch to 250 w fulltime on 1450 kc [BROADCASTING, Sept. 18]. Filed Oct. 2.

Monroe, Wis.—Green County Bestg. Co., 1260 kc, 500 w daytime; estimated cost $15,900. Equal owners: Kenneth W. Stuart, Willard R. Schuetze, Edwin W. Schuetze and Doran Zwygart, all local businessmen. Filed Oct. 2.

Clovis, N. M.—Big Spring Bestg. Co., 1240 kc, 250 w fulltime; estimated cost $4,000. Applicant is operator KBST Big Spring, Tex. Filed Oct. 4.

Sheffield, Ala.—Daylight Bestg. Co., 1380 kc, 1 kw daytime; estimated cost $18,268. Applicant is one-third owned by Richard B. Biddle, manager WJRD Tuscaloosa, Ala., and includes seven other local businessmen. Filed Oct. 5.

Palm Springs, Calif.—Desert Radio and Telecasting Co., 1230 kc, 250 w fulltime; estimated cost $12,937. Partnership: Jobe L. Hamman, owner local plumbing firm, 51%; George W. Berger, Hollywood consulting engineer, 29%, and Melvin Sullivan, electrical contractor and radio technician, 20%. Filed Oct. 4.

TRANSFER APPLICATIONS

KODY North Platte, Neb.—Assignment of license for $98,000 from Radio Station WOW Inc. to Radio Station KODY, partnership of John Alexander, KODY manager since 1943, 16.6%; George B. Dent Jr., attorney, 41.7%, and Townsend E. Dent, physician, 41.7%. Seller is licensee WOW Omaha. KODY is assigned 250 w on 1240 kc. Filed Oct. 2.

WOAI-AM-TV San Antonio, Tex.—Involuntary transfer of control from G. A. C. Halff, deceased, to Hugh A. L. Halff, executor. Filed Oct. 4.

WPGH Pittsburgh—Acquisition of control by George M. Harton, president and owner of 8,820 sh of firm's total 18,000 sh, through purchase of 600 sh held by F. Garrett Richter for $600 and 8,500 sh from William Zeuger at 50¢ per sh. WPGH assigned 1 kw daytime on 1080 kc. Filed Oct. 4.

WCLD Cleveland, Miss.—Transfer of control through sale by Cy M. Bahakel of his 51% interest to C. W. Capps and Lowry Tims, minor stockholders, and Melvin C. Lee, manager. Consideration $4,158 plus release of Mr. Bahakel of certain station obligations. WCLD assigned 250 w on 1490 kc. Filed Oct. 5.

KDET Center, Tex.—Transfer of control through sale by Tom Potter of his 50% interest to Tom E. Foster, president and 49% owner; Tolbert Edward Foster, business manager and program director; Robert Jackson Bell, commercial manager, and Tom A. McLachlan, chief engineer. Tom Foster buys 10% from Mr. Potter for $1,800 and 1% holding of W. H. Smith for $200, thus becoming 60% owner; Tolbert Foster buys 25% from Mr. Potter for $9,570; Mr. Bell 10% for $3,828; Mr. McLachlan 5% for $1,914. KDET assigned 1 kw daytime on 930 kc. Filed Oct. 5.

KPAT Pampa, Tex.—Assignment of construction permit from Hugh DeWitt Landis and Ross B. McAlister d/b as Radio Station KICA for $5,000, cost to date, to J. C. Daniels, local Lincoln-Mercury dealer. KPAT assigned 250 w on 1230 kc. Filed Oct. 5.

WROM Rome, Ga.—Assignment of license to Coosa Valley Radio Station, new partnership including Charles E. Doss, program director, who buys 20% interest from J. W. Tromerhauser for $5,000. Dean Covington retains 60% interest and Edward McKay retains 20% holding. WROM assigned 1 kw daytime on 710 kc. Filed Sept. 26.

KLWN Lawrence, Kan.—Assignment of permit from Loula Mae Harrison, executrix of estate of L. C. Harrison tr/as Lawrence Bcstg. Co. for $3,000 to Lawrence Bcstrs. Inc., new firm of following: Edwin A. Abels, owner-publisher Lawrence Outlook, president 15.15%; A. P. (Duke) D'Ambra, commercial photographer, vice president 18.18%; Arden Booth, former general manager KDAN Oroville, Calif., and program director WREN Topeka, general manager-secretary 9.09%; John Skie Jr., treasurer 3.03%; H. M. Booth, director 15.15%. Seven other stockholders. KLWN assigned 500 w D on 1320 kc. Filed Sept. 26.

WADE Wadesboro, N. C.—Assignment of license from Anson Radio and Bcstg. Co. to Robert Phillip Lyon and Risden A. Lyon d/b as R. P. Lyon & Son. Dissolution of corporation. No ownership change. WADE assigned 1 kw daytime on 1210 kc. Filed Sept. 26.

WLBG Laurens, S. C.—Involuntary transfer of control through transfer of 50% interest from John Wells Todd, deceased, to J. W. Todd III and Richard Todd, executors. WLBG assigned 250 w daytime on 860 kc. Filed Sept. 26.

KSEL Lubbock, Tex.—Relinquishment of control through sale of 6% interest each by Hoyt Houck, Robert D. Houck and Walter G. Russell for total consideration of $10,000 to B. C. Garnett and Betty K. S. Garnett. Each of sellers retains 24% interest. Clyde H. Smith retains 10% interest. Houcks relinquish control. KSEL assigned 1 kw day, 500 w night on 950 kc. Filed Sept. 26.

KVAS Astoria, Ore.—Assignment of license to Clatsop Video Bcstrs., new partnership of same name but with change in partners. Leroy E. Parsons, 80% owner, sells 24.5% to Elmer W. Littlehales, production manager, for $6,112, and 4.5% to James W. Spencer, salesman-announcer, for $843. Mr. Spencer also buys 20% interest of Richard F. Denbo, who retires, for $3,750. KVAS assigned 250 w D on 1050 kc. Filed Sept. 25.

KENI Anchorage and KFAR Fairbanks, Alaska—Transfer of control from A. E. Lathrop, deceased, to Sydney C. Raynor, Edward F. Medley, Harry J. Hill and Miriam L. Dickey, executors (See story BROADCASTING, Sept. 25). Filed Sept. 22.

KBYE Oklahoma City — Transfer of control through sale by James M. Collins of his 6,498 sh for $30,000 to licensee, State Bcstg. Co., thereby increasing relative holdings of other stockholders. Kenyon Brown is 33% owner and Frank J. Lynch 25.66% owner. KBYE assigned 1 kw daytime on 890 kc. Filed Sept. 18.

KCRV Caruthersville, Mo.—Acquisition of control through sale by Sanford J. Willis of 10% interest for $5,000, 3% to William R. Smith, presently 30% owner, and 7% to Emmett F. Smith, presently 12% owner. KCRV assigned 1 kw daytime on 1370 kc. Filed Sept. 18.

WMRA Myrtle Beach, S. C.—Assignment of license from Myrtle Beach Bcstg. Co. to Elizabeth Evans for $25,000. Mrs. Evans is wife of William C. Evans, former licensee of WDOV Dover, Del., and now licensee KMMO Marshall, Mo. WMRA assigned 250 w on 1450 kc. Filed Sept. 18.

KVMV Twin Falls, Idaho—Transfer of control through sale by John H. and Helen M. Sole of 119 sh (57%) for $20,262 to D. Spencer Grow (59 sh), part owner KEXO Grand Junction, Col., and Arch L. Madsen (60 sh), part owner and managing director KOVO Provo, Utah, and minor owner KSUB Cedar City, Utah. Mr. Sole recalled to Army. KVMV assigned 250 w on 1450 kc. Filed Sept. 15.

MORE AUDIENCE — MORE MAIL
MORE ADVERTISERS

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See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

FM's Pulse Beat

(Continued from page 23)

sales premise that it can deliver listeners, a sales approach every agency and advertising executive understands. Now the problem is to acquire more listeners and establish their presence.

When all the pros and cons of FM vs. AM—and television, too—are lined up there still stands out one figure that can't be ignored. It's simply this:

There are 6,000,000 FM radios in U. S. homes (some claim as many as 7,000,000).

Had it not been for television's simultaneous birth, FM might have captured the public's fancy with its high-fidelity and static-free claims, many of its friends insist. Certainly the glamor of visual radio has held the postwar spotlight in the populous parts of the nation, with FM unable to stir violent public response to its claims.

Two key questions arise in an effort to evaluate the FM situations. First what is FM's actual audience and financial status today? Second, what are its hopes for the future?

Few FM Facts

Both questions are stumpers The first is tough because few facts have ever been collected from FM stations. The second is even tougher because it enters the realm of prophecy and those who have engaged in past FM prognosticating are chastened individuals.

The quickest way to appraise FM, therefore, is to wring out the claims of some of its enthusiasts and blend them with actual facts of business life.

Today's FM industry consists of 686 operating stations, of which 115 are FM-only; a dozen loosely organized networks that take advantage of the FM signal's inherent advantages by picking up each other off-the-air, and a group of FM-only or AM-FM stations that augment their income from transit, functional and storecasting sidelines.

Some of the approximate 575 FM stations operated in conjunction with AM carry the AM outlet's entire program schedule. Others carry just part of the AM schedule because they operate fewer hours. Still others are programmed jointly part of the time and separately part of the time. Some carry completely different programming, though these aren't too numerous aside from the transit-functional-store operations.

Finally there are many FM stations whose AM affiliates are daytime-only, providing the limited-hour AM's with nighttime service via FM.

FM's protagonists, now quite modest in their claims, take the view that until recently FM was an island of depression in a field of plenty, but now things are improving rapidly, to quote Everett L. Dillard, WASH (FM) Washington, one of a hardy group of FM pioneers. WASH now has over 50 advertisers buying time in a city having 14 AM, 13 FM and four television stations.

Another FM—only operation—WEAW (FM) Evanston, Ill.—has 102 sponsors, according to Edward A. Wheeler, its operator. He adds these claims: Better rural coverage than 90% of AM; FM homes include 63% more families in the well-to-do income group; Chicago has 290,000 FM homes; FM listeners use their sets an average of 106 minutes a day; 42% of Evanston families own FM; satisfied sponsors, including two with 3½-year records.

Tucked away in that list of claims is the 42% FM ownership figure for Evanston, one of Chicago's better suburbs. That is one of the medium's better concentrations but by no means the best and by no means an isolated case.

Farther to the south, Central Illinois has at least as high concentration, according to an AM-FM operator, Merrill Lindsay, of WSOY Decatur. As a 250 w AM outlet WSOY can serve only a restricted area at night on its local channel. The FM signal, with its happy indifference to whereabouts of the sun, goes out 70 miles and greatly extends nighttime service, says Mr. Lindsay. He adds that Central Illinois, after four years of FM service, now has "around 50% FM set ownership," and the station's greatly improved BMB night rating can be credited to FM.

Putting it into the plain language every businessman understands, WSOY has added "substantially" to its annual income as a result of FM, according to Mr. Lindsay. Furthermore the 70-mile coverage in daytime has been an important factor.

Card Rates Up

Quick checks with a number of typical AM-FM operators show that in several cases the card rate has been raised on the basis of FM coverage.

The increased audience provided by FM is typified in the case of another FM pioneer, Cecil D. Mastin, WNBF-AM-FM-TV Binghamton, N. Y. Last spring Mr. Mastin was losing interest in his FM station. After a series of announcements apprising FM listeners of this fact, he found he had 625 quick replies, mostly from points 25 to 50 miles away where listeners said they had no satisfactory AM service at any time.

Of the 627, 431 said they used FM exclusively day and night; 65 used FM at night; 179 complained of AM "hash"; 63 wanted CBS service; 43 had recently bought sets; 9 urged discontinuance of AM.

Elliott M. Sanger, head of WQXR-AM-FM, *New York Times* operation, points out that a Pulse survey shows 22.2% of New York homes had FM sets last July compared to 19.9% last April and 6.8% in July 1948. That's an increase from 210,800 to 688,200 sets in two years. Furthermore, sets-in-use survey shows 48.8% in the Pulse report.

In Philadelphia, according to Raymond S. Green, of WFLN, an FM-only station, Pulse found 30,000 sets and 90,000 listeners for the station last July compared to 10,000 sets and 30,000 listeners a year ago.

In Washington, according to a survey cited by Mr. Dillard, number of FM sets increased from 51,282, or 13.2% of families, a year ago to 78,000, or 20%, last May—all within two-thirds of a year.

And just last Friday American Research Bureau's independent survey showed 114,000 FM homes in the Washington metropolitan area as of Oct. 1. Part (12%) of this 46% increase since May, however, is due to the fact that the base has been shifted to 1950 U. S. Census data.

Mr. Dillard adds slyly that he has figures showing WASH with as many listeners in the evening as four AM stations combined. At the moment WASH is carrying the World Series, and during the season carried the Washington Senators play-by-play.

Farther to the South such FM stalwarts as Josh Horne, of WCEC (AM) and WFMA (FM) Rocky Mount, N. C., are profiting by the fact that North Carolina has about a hundred AM stations and natural peculiarities that make FM a blessing to large segments of the audience. North Carolina is an FM stronghold and station officials say that dealers clear their shelves of FM sets every time they manage to get a consignment.

Westerward in Tennessee, S. A. Wilson, of WOPI-AM-FM Bristol, told an August FM meeting at NAB Washington headquarters he had raised rates 30% on national accounts because of FM and 20% on local accounts. "I keep my operations separate and we have been making money for two years," he said.

WVKO (FM) Columbus, Ohio claims 100,000 sets in an area extending some 50 miles out. WHFB AM-FM Benton Harbor, Mich. found in a school survey last June that 37% of students had FM in their homes.

Robert J. Dean, KOTA-AM-FM Rapid City, S. D., said about 20% of homes in the area have FM.

In New England FM ownership "is probably heavier than in many parts of the country," according to Craig Lawrence, WCOP-AM-FM Boston, who recently issued a new rate card specifying rates for simultaneous AM-FM broadcasting. He said audience comment and mail response have been gaining not only in the Metropolitan Boston area but also in Maine, Rhode Island and New Hampshire.

"We are seeing definite evidences now of listenership to WCOP programs via FM, particularly in the areas beyond our AM signal coverage," he said. In our opinion it is today worth the additional operating expense in that respect." The entire 19-hour AM schedule is duplicated on FM.

Many of the FM-only stations catering especially to semi-classical and classical music lovers, have loyal followings who buy program schedules. At WFLN (FM) Philadelphia, WMCP (FM) Baltimore and many others, the paid subscription lists run into the thousands.

The WXRT Story

Robert O. Miller, WXRT (FM) Chicago, said the station's program magazine has 10,000 paid subscribers.

WXRT would be in the black right now if it hadn't been required to move its transmitter location, according to Mr. Miller. He is one of the many FM-only operators who are convinced FM's future lies in providing exclusive programming not available elsewhere.

The foregoing examples of FM circulation indicate that in a number of areas the FM medium is substantial if not often profitable. To the FM booster they indicate a thriving young medium that doesn't yet know its own strength and certainly isn't appreciated by those who buy time.

From a network standpoint, FM presents a spotty but active picture. WQXR-FM has a hookup in the East, and is offering good music programs and news over a wide area through affiliates that pick the signal off the air. WQXR and Rural Radio Network, with 10 affiliates, have a joint operation that started last July 1.

There are a number of other hookups, too. WASH is key station of Continental Network, operating out of Washington. Hookups are found in several southern areas, Indiana, Wisconsin, Oklahoma and the Far West, to mention a few.

Networking costs are trivial aside from selling. They are gra-

SET PRODUCTION

FM Receivers Increase

TOTAL production of FM-only, FM-AM and FM-TV sets for seven months of 1950 was 867,246 receivers, with about 20% of aural home radios and 10% of TV sets having FM circuits, according to estimates by Ed Sellers, director of the NAB FM Dept., based on production of Radio-Television Mfrs. Assn. members.

In the 12 months of 1949 a total of 1,360,396 FM sets came off RTMA-member's production lines, he reported, or 701,705 sets in seven months of 1949. RTMA is estimated to include over three-fourths of industry production. Last year 20% of TV sets had FM-band tuning switches, with the decline ascribed for the most part to U. S. tax rulings. An FM-RTMA luncheon Oct. 10 at the Roosevelt Hotel, New York, will explore FM station complaints that set makers are not turning out enough FM sets to meet the demand.

ually picking up business, but progress is not rapid. This is typical of all FM operations.

The receiving set problem drives FMers wild. Even with 6,000,000 (or 7,000,000) FM sets in the country, manufacturers aren't turning out enough to meet the demand, according to Ed Sellers, NAB FM director.

But FM stations aren't going to take this lying down, and a new five-man FM industry committee will meet in a few days with high officials of Radio-Television Mfrs. Assn. to see what can be done.

Set makers argue an FM receiver is hard to make because of its precision factors, and it can't be sold at a high price in any quantity. Moreover, with a little more work, bigger box and picture tube a manufacturer can turn out a highly profitable TV set that retails at many times the price to a buying public that is wild about television.

FM Campaign

The industry committee is headed by Morris Novik, New York radio consultant and director of the CIO FM station group. If manufacturers won't step up their FM output, FM stations threaten to start barrages of announcements that "A set without FM is only one-half a modern radio" or "If you buy a new radio or TV set without FM, you are buying an obsolete set."

The committee is also concerned because only a fraction, probably less than 20% of TV sets include switches that tune the FM-station band (88-108 mc) despite the fact that the band lies between TV Channels 6 and 7.

Those complaints against set makers dominated the Aug. 7 FM meeting at NAB headquarters [BROADCASTING, Aug. 14]. FM stations are digesting a report of the meeting transmitted by Ben Strouse, WWDC-AM-FM Washington, who is chairman of the NAB's FM Committee.

Another complaint centered around difficulty of getting affiliations with the nationwide AM networks. A touchy subject with both parties, the question may get an airing one of these days at the FCC judging by occasional twitchings among investigation-minded members of the regulatory body. Right now the Commission is ensnarled in television allocating, however.

FM adjuncts of AM stations are permitted by networks to carry their service via duplication but others can't get anywhere when they try to tie into the big hookups. What's more, it isn't easy to sell time opposite some of the popular network programs.

Mr. Lindsay wraps up FM's problems this way, "The biggest obstacle to FM sales is the fact that timebuyers live in the big cities. Big cities have TV. FM offers little to the big cities because they already have excellent AM coverage. By and large, big cities have so much AM service that FM offers no extra program service.

"We built our FM audience on the basis of programming they couldn't get regularly elsewhere. It's the only way I know of to goose people into spending money for an FM set. People won't buy an FM set for better tone quality, or to minimize static; they may eventually buy for those reasons, of course, but we couldn't wait that long. If our FM programs had been available on AM we would have had a tough time selling FM sets fast. Today our merchants still seem to sell all the FM receivers they can get from the factories."

When such FM stalwarts as WTMJ-FM Milwaukee, WMIT (FM) Winston-Salem and WMAR-FM Baltimore gave up the ghost earlier this year the cry was heard on all sides that poor FM was breathing its last. FM's boosters, however, said many of the deceased stations were costly experimental operations and others had been started in the first place either because of FCC nagging or fear that AM would last only a few years while FM was getting under way.

Hanna Opinion

A veteran AM-FM operator, Michael R. Hanna, of WHCU Ithaca, who manages the 11-station Rural Radio Network, told the assembled FM operators last August, "It is ridiculous to assume that the closing of a relative handful of FM stations across the country symbolizes the failure of FM. FM has not failed. Some broadcasters have failed to realize its possibilities."

So, where is FM headed?

A careful scanning of available audience and commercial data leads inevitably to two facts no observer can ignore:

1—FM is holding its audience—a loyal audience—and in many cases the audience is increasing.

2—FM is holding its sponsors surprisingly well—so well that even managers are afraid to believe their own accountants. And the response of sponsors is increasing, it should be noted.

This cursory cross-section of some of the scant factual material dealing with FM as an entertainment and advertising medium merely highspots the industry's current status. It does not touch the growing list of success stories that satisfied sponsors are telling.

But it lines up for review several sets of facts that FM's adherents insist will provide a thumping negative answer to the question, "Is FM a dead duck?"

They ought to know!

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL
Contact EDWARD PETRY CO

R. G. WINNIE (r), station manager of WTMJ-AM-TV Milwaukee, and his two newly named assistants, George Nicoud (l) and George Comte, inspect progress of the new television addition to Radio City, the stations' new home. Mr. Comte has been on the announcing staff and Mr. Nicoud has been assistant office manager for *The Milwaukee Journal*, owner of the outlets.

LBS on Air

(Continued from page 25)

college football games carried nationwide on Saturday evenings, LBS reports.

Following New York Yankee games on Sunday, Liberty brings listeners the play-by-play of a West Coast professional football game.

James H. Foster, executive vice president and general manager of Liberty, reports that the network is originating six newscasts daily from Washington. Arthur MacArthur and George Campbell, with a staff of reporters, cover the Washington and world-wide scene for the network. News commentators also are heard every afternoon, Monday through Friday.

Weather News

Liberty also covers the weather picture with Monday through Friday broadcasts from the U. S. Weather Bureau in Washington. Following a roundup of the national weather picture, cut-in time is made available for local reports.

Happenings in and around Hollywood are reported by Omar Garrison during a morning program. In addition to inside news from the film capital, he interviews radio and film stars. New York is covered by Eloise McElhone in a daily program.

Early morning programming features the Liberty Minstrels from Dallas. Harry Lavan produces the show which has such well-known stars as Jimmy Jeffries, Honey Boy and Jam Up, along with a 16 piece orchestra.

When asked by BROADCASTING how the Liberty Broadcasting System looks after programming for less than a week on a nation-wide basis, Barton R. McLendon, LBS chairman of the board, said he is well pleased with the way in which Liberty programs have been accepted by the managers of its affiliated stations and the listening public. He emphasized, however, that the network has not stopped growing station-wise or programwise. "More stations are being added every day," he said, "and plans are in the making for more and better programs over the network."

Mr. Foster explained that at present LBS is divided into areas, headed by regional managers. Stations in the central and southwest zones are handled from the home office in Dallas. Most of this work is in charge of James Kirksmith, vice president in charge of station relations. Tom Carr, vice president in charge of the southern area, has offices in Atlanta. Ben Paschell is vice president in charge of the West Coast. Operating from the network's Washington offices, Vice President Johnny Dunnagan is in charge of eastern and northern operations.

Parsons Named

GEOFFREY PARSONS Jr., former editor of the European edition of the New York *Herald Tribune*, has been named information advisor to the deputy U. S. representative in the North Atlantic Council, the State Dept. has announced. Mr. Parsons also will be a member of the International Information Section for the North Atlantic Treaty Organization, recently organized by council deputies.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by BMI Canada

BLUE CANADIAN ROCKIES

On Records: Russ Morgan—Dec. 27216; Gene Autry—Col. 38906; Cliffie Stone—Cap. 1167; Buddy Reynolds—Aragon 179; Bill Long & The Ranch Girls—Lon. 16043; Don Wright—Quality (MGM)*; Tex Bloye—Gavotte*.

* Soon to be released.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N.Y.

...at deadline

FCC TV Plan

(Continued from page 4)

FCC action came two weeks after FCC revealed it was considering similar proposal suggested by DuMont in connection with negotiations for allocation of coaxial-cable time among networks [TELECASTING, Sept. 25]. If proposed rules are adopted, they would effectively settle complaints filed by both DuMont and ABC against cable allocation plan finally adopted by AT&T [TELECASTING, Oct. 2].

FCC noted that of 40 interconnected communities on Sept. 30, 37 had fewer stations than there are networks. Situation will improve with freeze lifting, FCC said, but added:

> . . . any unbalanced competitive condition among television networks arising out of, or aggravated by, the present scarcity of broadcast facilities may have a serious and deleterious effect upon the long-range development of the art by hampering the growth of sound networks capable of meeting the public's needs in the future.

Based on "informal survey" for one week in May, FCC said it found one network—NBC-TV—"furnished more network programs to the 17 one-station communities studied than did the other three networks combined." Survey also showed NBC dominant in two and three-station markets, though to lesser degree. Even so, FCC said:

> . . . out of a total of 18 stations [in 3-station markets], 10 carried only one network during the afternoon and seven did so in the evening. Since six stations in six different cities carried the same network referred to above for about 99% of their evening network time during the week, and since three stations in three separate cities carried another network almost exclusively, the other two networks were competing for one station in three of the cities. . . .

Survey was based largely on newspaper logs and affiliation contracts, and FCC invited correction of any inaccurate or misleading statements in either its notice or accompanying summary charts. These showed, for one week in May:

> Seventeen stations in one-station communities—Between 6-11 p.m., NBC got 49.4% of total time; CBS 14.7%; ABC 8.4%; DuMont 3.7%, remaining time (23.8%) being devoted to non-network programs. Of total time devoted to network shows in the 6-11 p.m. segment, NBC got 64.8%; CBS 19.3%; ABC 11%; DuMont 4.8%. Between 1-6 p.m., NBC accounted for 26% of total broadcast time; CBS 7.8%; ABC 4%; DuMont none; non-network 37.8%. Of time devoted to network shows, NBC 68.8%; CBS 20.7%; ABC 10.5%.
>
> Six stations in two-station communities—Between 6-11 p.m., NBC accounted for 28% of total hours; CBS 18.4%; DuMont 9.4%; ABC 6%, remaining time (36.5%) being non-network. Of time devoted to network shows, NBC was credited with 45.4%; CBS 29.7%; DuMont 15.3%; ABC 9.7%. In 1-6 p.m. period, NBC 9.5% of total hours, CBS 5.3%, ABC 2.6%, and DuMont 2.1%, remaining 80.5% going to non-network shows. Network time in 1-6 p.m. segment divided as follows: NBC 48.8%; CBS 27.3%; ABC 13.2%; DuMont 10.7%.
>
> Eighteen stations in three station communities—Between 6-11 p.m., NBC was credited with 21.9% of total hours; CBS 18.4%; ABC 13.6%; DuMont 8.8%, with remaining 37.4% devoted to non-network shows. Of network-only time in that period: NBC 34.9%; CBS 29.4%; ABC 21.6%; DuMont 14%. Between 1-6 p.m., percentage of total broadcast hours: NBC 6.9%; CBS 6.1%; DuMont 2%; ABC 1.4%, with remaining 83.6% non-network. In this period network hours divided thus: NBC 42%; CBS 37.4%; DuMont 12.2%; and ABC 8.4%.

AT&T, whose cable-time allocations were protested by DuMont and ABC, meanwhile issued statement Friday asserting that differences between networks are not caused by lack of network circuits, and that its part is only to provide circuits. Company expressed hope that TV networks will soon settle their differences.

RULE-MAKING PROCEEDING SET ON REBROADCASTING

RULE-MAKING proceeding to clarify meaning of "originating station" as used in its AM, FM and TV network rules—to strengthen policy against exclusivity—announced by FCC Friday. Firm policy on rebroadcasting by U. S. stations of foreign originations also sought.

Stemming from petition for declaratory ruling on rebroadcasting conflict filed by WJIM-TV Lansing, Mich. [TELECASTING, July 17], rule-making hearing would seek to determine if Sec. 325 (a) of Communications Act "was intended to endow network affiliate with power to prevent rebroadcasting of any network program in a substantially different area from that served by the affiliate." FCC said "if such power does exist it would appear to conflict" with Secs. 3.102, 3.232, 3.632 and other rules banning restrictive practices by network affiliates. Comments sought by Nov. 13 with deadline for replies Nov. 24.

WWJ-TV Detroit charged WJIM-TV violated Sec. 3.691 of rules requiring permission of originating station for rebroadcasts. WJIM-TV, in seeking declaratory ruling, contended it had NBC-TV permission to rebroadcast from WWJ-TV and latter's refusal was invalid since it did not originate programs and Lansing and Detroit are 70 miles apart.

FCC notice also indicated rules presently are silent on rebroadcasting of foreign originations while specific on rebroadcasting of U. S. originations, hence need for further implementation of Sec. 325 (a) of Act in this area.

TV PRODUCTION PROBLEMS COVERED AT AAAA MEET

AGENCIES should hold reins on TV production but get most manpower outside because of costs, panelists at radio-TV session, Central Council, American Assn. of Advertising Agencies, agreed Friday morning (see earlier story page 77). Speakers, introduced by Moderator Clarence Goshorn, president, Benton & Bowles, were: Hugh Davis, executive vice president, Foote, Cone & Belding, who said agency cannot supply all necessary manpower for production of TV shows or commercials and "come out even." Jerry Stolzoff, vice president, Cramer-Krasselt, felt agencies "getting far away from their basic functions" if go too heavily into TV production proper. Louis Brockway, executive vice president, Young & Rubicam, said more video schedules will be bought like magazine space, 13 yearly, for example, because of high costs. Jack Scott, president, Schwimmer & Scott, felt trend will continue for smaller agency handling sectional and local accounts and show to do own production.

RADIO SALES NAMES TWO

APPOINTMENT of Hugh J. Stump as AM sales manager and Lamont L. Thompson as TV sales manager of San Francisco office of CBS Radio Sales, announced Friday.

RED SKELTON's new contract with MGM gives comedian right to do television shows after October 1951. He is first MGM name star accorded such permission.

Closed Circuit

(Continued from page 4)

through its SPAC committee, had been mat... of network compensation to TV affiliates.

WITHIN hours of FCC's announcement ... equalization of network-TV time, there w... repercussions from telecasters, as well as n... works. Even though proposed rule would ... temporary, curbstone opinion was that p... posal would constitute improper invasion ... programming operation of stations, throu... direct application to networks, which are ... licensees. It would restrict ability of stati... to provide audience with best programs obta... able, it was commented, and would constit... another instance of "back door" regulati...

GENERAL FOODS will buy 3:30-4 p.m. ... riod on NBC-TV to present its Louis G. Cow... Inc., package program featuring Bert Par... starting early in November. Young & Ru... cam, New York, is agency.

COLOR "drum" may replace color wheel ... CBS color TV system, if current project wor... out. CBS is working on revolving drum a... rangment as possible means of removing dis... limitation on picture size, considered by FC... Color TV Report to be one of principal qu... tion-marks in CBS system. It's also report... CBS hopes, if FCC gives its system go-ahe... to have some color sets on market by Chri... mas, and may buy or back going manufactu... ing plant if necessary.

COPYRIGHTS in Italian music field are bei... carefully guarded and licenses are being ... fered at disproportionately high figures ... some quarters, according to recent experie... of one folk-music station. "If you don't ha... absolute clearance, don't play it," was belat... admonition to industry by manager concern...

NEWSPAPER STATION ISSUE AIRED BY NAB DIST. 3

SOFT-PEDALING of some NAB activities ... cause of fear that newspaper stations will ... offended was criticized at NAB District 3 mee... ing, which opened Friday at Bedford Sprin... Hotel, Bedford, Pa. George D. Colema... WGBI Scranton, Pa., district director, pr... sided at session, attended by 125 broadcaster...

George J. Kapel, WDYK Cumberland, M... raised newspaper point. NAB President Ju... tin Miller and Ralph W. Hardy, director ... government affairs, explained this type ... criticism was behind separation of BAB fro... NAB structure. They promised NAB wou... maintain its integrity although it might co... memberships and recalled that NAB had lo... some important stations because of energet... BAB salesmanship under ex-director Maur... B. Mitchell, now with Associated Progra... Service.

Clair McCollough, WGAL Lancaster, Pa... said BAB provided best answer to whole situa... tion, and predicted proposed super-BAB woul... successfully meet competition of Bureau ... Advertising, American Newspaper Publishers... Assn.

Mr. Kapel said BAB was most important ... single thing ever done for small stations.

Friday's speakers included Judge Miller ... Sidney M. Kaye, BMI vice chairman and gen... eral counsel; Mr. Hardy, and Richard ... Doherty, NAB director of employe-employe... relations.

BOTHWELL NAMES KENYON

W. EARL BOTHWELL INC., New York, an... nounced that Alden H. Kenyon, former pres... dent of James A. Coveny Co., will succeed la... W. Earl Bothwell as president and Frank ... Kearney will become executive vice president.

XUM

THE KANSAS CITY MARKET

Does Not Run in Circles!

It's a Rectangle...

and Only The KMBC-KFRM Team

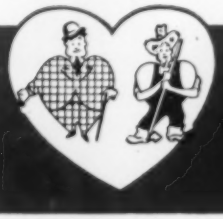
Covers It Effectively and Economically

Daytime half-millivolt contours shown in black.

The KMBC-KFRM Team's leadership in the Kansas City Primary Trade territory has been proved conclusively in Conlan's recent coincidental survey of 146,000 calls.

With a full-time Farm department, plus complete news, sports, educational and women's features, and the largest and finest talent staff in the Midwest, it's not surprising that The Team leads the parade!

For better results buy The KMBC-KFRM Team in the Heart of America. Call KMBC-KFRM, or any Free & Peters "Colonel" for full information.



The KMBC-KFRM *Team*

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC